BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

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Newark, New Jersey

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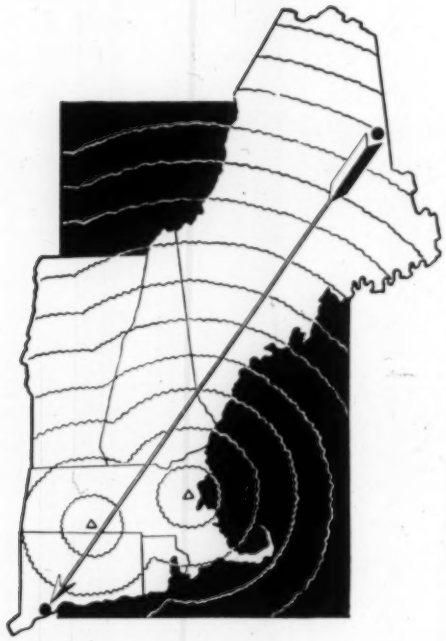

FROM HOULTON, MAINE To BRIDGEPORT, CONNECTICUT—

WBZ-WBZA GIVES YOU AN AUDIENCE!

THE daily average audience of WBZ-WBZA, in New England alone, is more than 421,000!—a vast audience truly representative of the fertile New England market.

New England is a concentrated and wealthy market—concentrated because it contains seven per cent of our national population in two per cent of the country's area; wealthy because the per capita wealth in New England is 19 per cent higher than the national per capita wealth.

You can place your advertising message before the audience most representative of this desirable market by broadcast advertising from stations WBZ-WBZA. The Westinghouse Yardstick of Audience Value, applied to the entire New England radio audience, proves that stations WBZ-WBZA offer you not only complete coverage of New England, but that they also offer you a receptive audience in every trading area in this rich market.

Our commercial representatives will be glad to give you actual figures on the WBZ-WBZA audience in each of the 52 trading areas in New England. Call any one of our offices.

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE

WESTINGHOUSE RADIO STATIONS

WBZ-WBZA	KDKA	KYW-KFKX
990 Kilocycles	980 Kilocycles	1020 Kilocycles
Boston, Mass., Hotel Bradford Springfield, Mass., Hotel Kimball	COMMERCIAL OFFICES Pittsburgh, Pa., Hotel William Penn	New York, N. Y., 50 E. 42nd St. Chicago, Ill., 1012 Wrigley Bldg.

ATLANTIC CITY

A City of Homes in addition to its Famous Hotels and Boardwalk

5000 WATTS

WPG

CLEARED NATIONAL CHANNEL

Atlantic City is visited by millions from all parts of the world—its doings and activities are of interest at all times.

During a recent three-month period WPG acted as KEY STATION for the entire Columbia Broadcasting System 61 times.

Over a million radio sets located in the good service area of WPG. Our location on the Atlantic seaboard gives a strong over water signal the length of the entire coast. The listener tunes to—WPG for programs they want to hear—tell them your story.

A radio survey by the Columbia Broadcasting System shows a population over ten million in the good coverage area of WPG. In addition a summer inquiry directed to the chambers of commerce in a limited list of cities with a population over five thousand shows:

*WPG is listened to regularly by—

30 cities in Connecticut
22 cities in Florida
23 cities in Maine
34 cities in Massachusetts
13 cities in New Hampshire
6 cities in Rhode Island
12 cities in Vermont

*Above list is in addition to figures shown in good coverage market data.

(List of individual cities in each state may be had upon request.)

MARKET DATA

Local Coverage

Population	256,193
Families	62,486
Radio Sets	28,539
Radio Listeners	88,470
Residence Telephones	25,461
Passenger Automobiles	49,413
Bank Deposits	$127,875,000

Good Coverage

Population	10,086,918
Families	2,460,223
Radio Sets	1,094,947
Radio Listeners	3,394,336
Residence Telephones	975,329
Passenger Automobiles	1,416,974
Bank Deposits	$5,841,079,000

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

XUM

LEAPING INTO LIFE

COMES a time when the will to win leaps into life. Always this stimulation follows a period of lowered vitality. Always it lends wings to the spirit, courage to the heart, strength to the arm, and sweeps aside difficulties with fresh energy. To the national advertiser who is looking for fresh energy comes Western Electric Noiseless Recording. This new method of broadcasting offered by World Broadcasting System, is so alive and true, and indescribably fine, that it lends wings to the spirit of salesmanship. By its economy (this System uses spot broadcasting and eliminates the costly waste of broadcasting outside of sales territories) it gives strength to the arm. By the thorough-going organization of the World Broadcasting System—with a complete service in the creation and distribution of these superb programs, difficulties are swept aside. Sales are stimulated. The will to win inspires business. Today, there are available over 125 broadcasting stations in the United States equipped by World Broadcasting System to use this new method. Ask for booklet SPOT BROADCASTING, 1932.

• *Some of the national advertisers who are users of this system:*

Chevrolet Motor Co.; Edna Wallace Hopper, Inc.; Life Savers, Inc.; Maxwell House Coffee; Phillips' Dental Magnesia; Louis Philippe, Inc.; Jocur (Wave-Set); Remington Rand, Inc.; John H. Woodbury, Inc.; United Drug Co., Inc.; Vick Chemical Co.; Oldsmobile; Oakland Motor Car Co.; Frigidaire Sales Corp.

Western Electric
NOISELESS RECORDING

World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. — WESTERN ELECTRIC LICENSEE
(Subsidiary of WORLD BROADCASTING SYSTEM, INC.)
179 King Street W., Toronto — 6-242 General Motors Bldg., Detroit — Baker Hotel, Dallas, Texas

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VOL. 2, NO. 3 | WASHINGTON, D. C. | FEBRUARY 1, 1932 | $3.00 PER YEAR—15c A COPY

Commission Opens Sweeping Radio Inquiry

By SOL TAISHOFF

Emphasis Placed on Advertising Issue in Questionnaires Drafted in Accordance With Couzens-Dill Resolution

J. W. Baldwin

A VERITABLE ENCYCLOPEDIA on broadcasting will evolve from the data which the Radio Commission expects to glean from replies to questionnaires sent all agencies associated with broadcasting in this country. No superficial resume of radio may be anticipated from this inquiry but rather a mass of statistics which, broadcasters believe, will prove the superiority of the American Plan over any system of government ownership. While the questions relating to advertising and educational programs doubtless are the most important, the inquiry will uncover many highly significant facts about the 610 stations now in operation, largely in the hands of private competitive enterprises.

WITH FUTURE broadcasting policy at stake, the Radio Commission has launched the most sweeping inquiry into commercial broadcasting ever undertaken, pursuant to the Couzens-Dill resolution (S. Res. 129) directing it to probe the whole broadcast structure with particular reference to advertising and to determine the feasibility, as a last resort, of government ownership. From questionnaires and letters sent to "all known sources of information," the Commission will compile a veritable encyclopedia of broadcasting to be the basis for whatever action Congress may or may not deem necessary.

The task of collecting and analyzing this information has been entrusted to James W. Baldwin, the Commission's young secretary. The Commission's own views on the 15 questions propounded in the resolution, as amended by Senator Dill (D.) of Washington, to embrace a thorough study of radio in education, will be gleaned from the data obtained by Mr. Baldwin. No estimate was made as to how much time will be required for the completion of the study. Mr. Baldwin emphasized, however, that the "subject is one which will receive preferred attention."

Questionnaires went to national advertising agencies, radio advertisers, foreign radio interests, government agencies identified with radio, the two radio educational associations, the National Association of Broadcasters as well as to all stations and the networks. This fund of information may be supplemented by testimony at general hearings before the Commission, but this course has not yet been definitely decided upon.

Many hitherto undisclosed facts will be brought to light when the broadcasting stations under oath submit their answers to the 19 questions and double that number of subquestions set forth in the broadcast questionnaire. Complete financial statements from each station and from the networks are requested, so that for the first time there will be available an accurate balance sheet for broadcasting. It will cover the calendar year 1931.

It is expected that these figures will show the utter impracticability of attempting to maintain broadcasting in this country under government ownership or along European lines. With data available, too, on the European broadcasting structures, there will be a basis for comparison of the two systems from all angles.

In legal circles it was pointed out that before steps could be taken to scrap the present industry and transfer broadcasting into governmental hands, the Constitutional guarantee of just compensation and due process of law with respect to confiscation of property would have to be complied with. Hundreds of millions of dollars would have to be disbursed by the Government in payment for the tangible property of the 610 stations as well as just compensation for that intangible but paramount asset of "goodwill."

The Commission is going to the very root of the advertising problem. Aside from asking stations and networks precisely how many hours during a given week are devoted to sales talks or descriptions of commodities during daylight and during evening hours, the Commission is soliciting the opinions of leading agencies and radio advertisers.

In a letter to more than 100 agencies placing accounts with the networks, mailed Jan. 19, the Commission pointed out that one of the questions contained in the resolution inquired whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations. The Commission asked that the replies explain the reasons for the amount of sales talk injected into programs placed by these agencies and why the demands for such policy had been made.

Policies To Be Compared

FROM a small group of radio advertisers who have followed the policy of merely mentioning the name of the sponsor and of holding their programs to a minimum of sales talk the Commission hopes to acquire basic information. It also addressed the same letter to a number of program sponsors who have not pursued this policy and have been using radio for high-pressure "plugging." These advertisers are asked to relate the degree of success attained from the mere announcement of sponsorship and to estimate the comparative value of their policies. These letters also were mailed Jan. 19.

In its questionnaire sent to all stations Jan. 18 the Commission first selected a "typical broadcast week." The week of Nov. 8 to 14 at first was selected arbitrarily but sufficiently far back to avoid possible criticism that broadcasters might have been forewarned and adjusted their programs to include a minimum of commercialism. A cry immediately was heard, however, from the National Committee on Education by Radio, the propaganda organization created to lobby for the Fess bill seeking assignment of 15 per cent of the wave lengths to education.

Armstrong Perry, one of the heads of the lobby, protested to Senator Dill that the Commission, with malice aforethought, had selected that week because National Education Week was observed from Nov. 9 to 15, and the ether lanes naturally carried an abnormal amount of educational features. The Commission did not deem it worthwhile to deny the allegation, but immediately dispatched a supplemental questionnaire, under date of Jan. 21, in which the questions relating to educational programs broadcast were repeated for the week Nov. 1 to 7. Thus, with replies at hand for both the first and second weeks of the month on educational programs, and with one week occurring during nation-wide observance of education, it will have comparative data of value.

Broadcasters were asked to state how many hours they are licensed to broadcast each week and how many hours the stations actually were on the air during the typical week. Then they were asked the number of hours devoted to commercial and sustaining programs during the day and night and whether the station is a local or on a network. Information on chain affiliations, the number of hours devoted to chain programs and detailed financial arrangements involving such programs was asked.

Rates Are Asked

QUESTIONS on time devoted to mechanical reproductions of any character during the week, together with rates charged for facilities, rate cards and program talent were asked. The question: "What, if any, changes in the nature and character of your program do you propose making during the year 1932?" was asked.

Financial information sought from each station for the 1931 calendar year includes authorized capital, actual invested capital, gross receipts, gross expenditures subdivided into disbursements for talent, regular employees, equipment and other expenditures, net profit or loss omitting depreciation, appraised value of plant including studios, subdivided into

(*Continued on page 28*)

Dill Writing Measure to Adjust Differences on Radio Copyright

Four Other Bills Before Congress on Same Issue; House Committee to Open Hearings Feb. 1

WHILE the American Society of Composers, Authors and Publishers is pondering an internal reorganization, with a view to naming a successor to the late Julius C. Rosenthal, general manager, Senator Dill (D.) of Washington, coauthor of the Radio Act of 1927, is writing a new copyright bill aimed in part at moderating the differences between the broadcasters and copyright owners.

Rep. William I. Sirovich (D.), New York, chairman of the House Patents Committee, has scheduled hearings on the general copyright subject to begin Feb. 1. He said the hearings are not on any particular bill but simply to gather information of the subject of copyrights. The Authors' League will be heard first, followed by other groups which desire to give testimony, including broadcasters.

Senator Dill said he was not yet ready to discuss the contents of his proposed bill, but declared it will "interest the broadcasters." It is designed, he added, to reorganize the whole copyright situation for "orderly regulation." Unofficially, it is understood that the measure contemplates closer governmental control and supervision of copyrights. Senator Dill is writing the bill with the aid of experts and after having carefully studied the new Canadian copyright statute.

Senator Dill's bill, which probably will be ready for introduction in a few weeks, will be the fifth copyright measure to be introduced in Congress this session. The Vestal bill (H. R. 139), which was defeated in the last Congress, where it was opposed by the broadcasters, has been reintroduced in essentially the same form, but Rep. Vestal (R.) of Indiana is no longer chairman of the House Patent Committee, which has charge of such legislation as a result of Democratic control of the House. Rep. Sirovich (D.) of New York is chairman of that committee now.

None Pleases Broadcasters

SENATOR HEBERT (R.) of Rhode Island, chairman of the Senate Patent Committee, has also introduced a copyright bill (S. 176) as have Senator King (D.) of Utah (S. 21) and Senator Tydings (D.) of Maryland (S. 1035). None of these bills, it is understood, is yet acceptable to the broadcasters in present form, and the copyright committee of the National Association of Broadcasters has not given its approval to any of them. The Tydings bill is perhaps the most interesting, providing in general that the copyright owner shall collect from the initial sale of his copyrights a sum precluding the later collection of license fees.

At a meeting of the N.A.B. executive committee in Washington, Jan. 19 and 20, the copyright situation was one of the subjects considered. All of the proposed legislation was discussed, and the committee later called upon Senator Dill. No affirmative action was taken, but it was decided that the N.A.B. will insist upon being heard on any radio legislation, copyright and otherwise, which may be set for hearing in either house of Congress.

Those attending the meeting were Harry Shaw, N.A.B. president; Philip G. Loucks, managing director; Henry A. Bellows, WCCO, Minneapolis; William S. Hedges, WMAQ, Chicago, and Frank M. Russell, NBC vice-president, Washington.

From the Society no word of its future intentions has been forthcoming. Gene Buck, president, was a Washington visitor in mid-January, and he said that the matter of broadcast license fees is being held up indefinitely because of Mr. Rosenthal's death. Unconfirmed reports have it that E. Claude Mills, formerly with the society and lately with Radio Music Co., an NBC subsidiary, is being considered for the Rosenthal successorship, but other reports are to the effect that he is unavailable because of other commitments and not altogether acceptable to the society because of its recent radio affiliations.

Licenses are Extended

IN THE meantime, the Society, which originally announced its intention of levying new—and higher—copyright license fees on broadcasters as of Feb. 1, has extended all expiring contracts with stations, most of which end Feb. 1, renewing them on the old terms but with 90-day cancellation clauses. The Society's proposed new yardstick for fixing fees, upon which it agreed to confer with the organized broadcasters before placing it into effect, has not yet been worked out so far as can be learned.

The Society's plain intent is to obtain higher revenues from radio, which it blames for the curtailment of sheet music sales, but the method of levying the fee on a basis that would be fair to large and small broadcasters alike has not been determined. It is understood that the Society collected about $100,000 more from broadcasters in 1931 than in 1930, when its gross from radio was supposed to total nearly $900,000.

The Society's committee which is supposed to be working out the new yardstick consists of Ed Bitnerm, Sol Bornstein. G. Schirmer, Robert Crawford, Oley Speaks and Joe Young.

Broadcast of Lusitania Salvaging Plan of CBS

THE CBS will attempt to broadcast over its WABC network a description of the salvage operations on the wrecked Lusitania, which is scheduled to start within a few months. The Lake-Riley expedition aims to recover articles of historic and intrinsic value from the liner which was torpedoed off the coast of Ireland on May 7, 1915.

From the War Zone

GENERALS of the Japanese army in Manchuria go on the air every night to tell the folks at home by radio about their military accomplishments, reports Peter Dixon, newspaper columnist. American listeners to the NBC-WJZ network on Jan. 20 heard a word picture of events transpiring in Manchuria from Floyd Gibbons, noted war correspondent and radio speaker, who talked from Mukden, practically at the scene of hostilities. He introduced also General Honjo, commander of the Japanese forces. Their words were first carried to Tokyo, thence relayed by short waves across the Pacific and to the network from San Francisco.

Special Requests Under New Rules

TO CHECK the deluge of applications for special authorizations received from broadcasting stations and to avoid interference and confusion, the Federal Radio Commission on Jan. 18 adopted new procedure governing such requests. These applications must be made by the station licensee at least three days in advance, and applications made by other than full-time stations must be supported by the consent of the dominant station or the station with which the applicant divides. The applicant must show the public need for the request.

"A great many requests," said a Commission statement, "are received for special authorizations to permit the operation of stations in a manner and to an extent which are at variance with the terms of existing licenses. Because of the increased number of such requests and the consideration that must be given to the need of such extended service and to the question whether the granting thereof might adversely affect the listeners residing in the normal service areas of other stations, the Commission has adopted the following procedure which must be adhered to by all applicants:

"1.—Applications for special authorizations must be made by the licensee.

"2.—Applications for special authorizations must be received in the offices of the Commission at least three (3) days previous to the date for which the authorization is requested.

"3.—Applications made by "Limited," "Day," "Part Time," or "Specified Hour" stations must be supported by the consent of the dominant station or the station with which the applicant divides time. Consents must be received by the Commission direct from the stations giving them and must show whether the consent is for simultaneous operation or whether the station giving the consent is giving up the time sought by the applicant.

"4.—Applicant must show the public need for such authorization.

"Approval by the Commission will not be given in cases where another station is licensed to operate in the same locality and during the hours specified in the application."

KNX, HOLLYWOOD, has been added to the CBS network to furnish an additional Los Angeles outlet. It will carry only a limited number of programs at the outset.

Couzens Opposes Brown's Approval

Senate Confirmation Delayed As Hearings Are Indicated

OBJECTIONS interposed by Senator Couzens, (R.) Mich., have delayed Senate action on the appointment of Col. Thad H. Brown, of Ohio, nominated on Jan. 14 by President Hoover to become radio commissioner representing the Second Zone in succession to Judge Ira E. Robinson, resigned.

As chairman of the Senate Interstate Commerce Committee, to which the nomination was referred, Senator Couzens said he desired to hold hearings and inquire into the qualifications of Col. Brown, now commission general counsel. The Committee, however, already has scheduled hearings on bus regulation for the next week, and it appears that if the inquiry is decided upon, it must await an open date on the calendar.

It is intimated in Senatorial circles that while there will be opposition to Col. Brown on political grounds, his nomination ultimately will be confirmed. Senator Couzens has protested on two occasions to President Hoover concerning the appointment, and afterward declared he viewed it as the "payment of a political debt."

A Republican, Col. Brown was appointed to the Commission two years ago, succeeding as general counsel Bethuel M. Webster, Jr., who had resigned. He is a resident of Columbus, O., and was formerly Secretary of State of Ohio. He was nominated by President Hoover to fill the unexpired term of Judge Robinson, which ends Feb. 23, as well as for the new full term of six years.

The Commission is understood to be considering the promotion of either Duke M. Patrick or Ben S. Fisher, assistant general counsel, to succeed Col. Brown as general counsel, upon the latter's confirmation. Both are Republicans, and both have been with the Commission since January, 1930. Patrick is a native of Indiana and Fisher was appointed from Oregon.

Educational Program Opens Over NBC Net

A NEW SERIES of educational programs was inaugurated over an extensive NBC network on Jan. 17 under the direction of Florence Hale, president of the National Educational Association. Nationally known authorities on education will be heard each Sunday through Feb. 21 in the programs known as "Our American Schools." Rep. Carroll Beedy, of Maine, and Mrs. Hugh Bradford, of Pasadena, president of the National Congress of Parents and Teachers, spoke on the inaugural broadcast. James Wilkinson, Washington tenor, and a quartet provide musical entertainment for the program, which goes on the air at 6:30 p. m., EST.

Deletion of KFUP, Denver, 100 watt half-time station on 1310 kc. which has been inoperative for about a year, was ordered by the Radio Commission Jan. 29. The station was licensed to Fitzsimons General Hospital, U. S. Army, and its facilities are unassigned.

Educational Limitations of Broadcasting

By CLINE MORGAN KOON
Senior Specialist in Education by Radio, U. S. Office of Education

Classroom Instruction by Radio Difficult to Synchronize With School Schedules; Lacks Personal, Local Aspects

EDUCATORS are making a great outcry as to their needs of broadcasting facilities because of what they consider its possibilities in the educational field. Here, however, is an educator of note who calls attention to at least eight serious limitations to the development of classroom instruction by radio. He suggests that at the present stage the phonograph is perhaps more useful than the loudspeaker in bringing information to students, but he adds that neither will supplant the teacher because of their lack of the personal touch.

Cline Morgan Koon

THE REMARKABLE growth of the use of the radio has had few parallels in history. Within a single decade this scientific marvel has become an important social factor in nearly every country in the world. Many claims have been made as to its potential educational uses. More than 40 experiments have been launched in Europe and in America to test the radio as a classroom instructional device. Without doubt the radio has a place in the education of the youth of America, but it is too early to state just what place it will fill.

The radio has many important limitations, and whatever place it is to occupy in the educational scheme of things must be within these limitations. It is the purpose of this article to point out some of these limitations since they should be considered by all who prepare or use educational broadcasts for instructional purposes.

First, the radio appeals to the sense of hearing alone and is, therefore, a very one-sided medium. This restricts its effective use to subjects that depend largely upon hearing as the means of gathering impressions. Of course, this limitation will be partially eliminated when television becomes practicable for classroom use. Education is guided mental growth. But there can be no mental growth without mental activity of the type that is commonly called thinking. Close cooperation between the broadcasting teacher and the classroom teacher is of paramount importance in creating the proper learning situation. Unless the broadcast lesson is very skillfully presented and carefully used, the pupils will soon tire and become quite passive in their attitudes toward it.

Second, only subject matter that makes a rather general appeal can be profitably presented over the air. This makes it impossible for the broadcasting teacher to include much local material, or other material of timely interest in limited areas. Only very limited provisions can be made for individual differences of the listening classes.

Personal Factor Lacking

THIRD, the personal inter-relationship between the broadcasting teacher and the listening pupils is negligible. The distant teacher cannot correct the pupil's errors, counsel with him regarding his problems, guide his growth, or give him the individual attention and assistance that the average pupil needs.

Fourth, the broadcast lesson schedule can seldom be synchronized completely with the daily schedule of the school. In a one-teacher school it may be easy to adjust the daily schedule to fit the broadcasting periods, but the reception will interfere with the work of pupils who are not expected to listen and will exact more time from the already over-crowded schedule. In schools where departmental work is done, it is impossible to arrange the schedule so that all class sections in a given subject may recite at the broadcast hour. Besides this, the broadcast period probably will not fit exactly the hour for the beginning or closing of the period in the regular school schedule. The difference of time in the various time zones is another problem that must be reckoned with in synchronizing the broadcasts and the daily schedule.

Fifth, the broadcast lesson cannot be completely integrated into the curriculum. If the material offered does not fit into the proper place in the yearly curriculum, its value will be greatly reduced. Sometimes there is too much duplication in the broadcast lesson of the regular instruction in the classroom. At other times the broadcast material is far removed from the experiences of the listening pupils. The proper gradation of the material causes a number of additional limitations. Since there is no uniformity as to the order of treating topics in the various school subjects, it seems impossible to arrange the broadcast lessons in a given series so that they will fit in the continuity of the courses as taught in a considerable number of school systems.

Sixth, in many instances it is impossible to have as close cooperation between the broadcasting teacher and the local teacher as should exist. The idea that the radio or any other invention will replace the teacher does not have the slightest foundation. Instead, new devices intensify the need for carefully selected, professionally trained classroom teachers. Many of the broadcasts cover wide areas, precluding the possibility of much personal contact between the broadcaster and the listening teacher. The use of the broadcast lessons should be limited to schools where mutual understanding and close cooperation can be developed.

Poor Reception Disturbing

SEVENTH, poor reception occasionally interferes with the usefulness of the radio for instructional purposes particularly in rural or remote areas. Atmospheric disturbances, local interferences, line trouble, and so forth disturb and sometimes prevent reception. This is very annoying when careful advance preparation has been made for the broadcasts.

Eighth, the radio must compete with other devices and agencies in the performance of given educational functions. Its use should be limited to instances in which it is equal or superior to other means of achieving the commonly accepted objectives of education. The phonograph and talking picture are the main devices that should be compared with the radio. Reasonably natural reproduction of sound may be had from the orthophonic phonograph. Possibly the same subject matter might be recorded and reproduced just as cheaply by means of phonographic records as by radio. Records can be used at the most suitable place in the yearly curriculum. They may be used at any hour of the day that the teacher desires and may be repeated as often as is necessary to create the desired impressions. The phonographic presentation can be interrupted at any time that the local teacher wishes to make explanations, ask questions, or conduct discussions on any point presented. Without entering into a discussion of the merits of talking pictures, which combine the visual aids with the auditory impressions, it will be readily seen that if suitable films and equipment are available, they have many advantages over the radio.

Of course, none of these other devices can get information to the schools so quickly as does the radio. The radio, therefore, appears to have a decided advantage over the other means when it comes to the presentation of current, timely material. The question to decide is to what extent the regular curric-

(Continued on page 21)

About Dr. Koon

DR. CLINE MORGAN KOON, recently appointed senior specialist in education by radio of the Office of Education, Department of the Interior, has had considerable experience in the educational field and more recently in applying radio to the classroom. Before becoming associated with the Office of Education, he was assistant director of the Ohio School of the Air. He is the author, among other publications, of a 750-page dissertation on "Development and Appraisal of Classroom Instruction by Radio" and "Research Work of the Ohio School of the Air." He is 38 and a graduate of Fairmont (W. Va.) Normal School (1911) and of the University of West Virginia (1915). He holds an M.A. degree from Teachers College, Columbia University (1918). Following several years' experience with high schools and normal schools, Dr. Koon was associated with the Department of School Administration, Ohio State University. He has lectured and written considerably on educational topics.

XUM

Senate Inquiry of Mexican-Cuban Issue Over Wave Lengths to be Urged by Dill

Bill Proposed to Limit Clear Channels to Inland; Cuba Plans to Use More U. S. Wave Lengths

A SENATE INQUIRY into the North American broadcasting problem growing out of disclosures of current station-building activities in Mexico and Cuba, which threaten American and Canadian stations, will be proposed by Senator Dill, (D.) Washington, in a resolution shortly to be introduced in the Senate.

The State Department will be requested to inquire into the wave length situation, with particular reference to new stations built or being built in the southern countries, apparently with American capital. Some of these stations already have "squatted" on American and Canadian channels and are causing serious interference. The resolution will ask for a Senate committee hearing on the whole question.

Senator Dill launched a broadside in the Senate against the State Department on the Mexican-Cuban situation on Jan. 20, and he followed up the attack on two other occasions. He said he is convinced that a treaty must be written to supplant the so-called "gentlemen's agreement" between this country and Canada by which the 96 available wave lengths are now divided. He has conferred with officials of the State Department on the matter.

Proposes Channel Limitations

SENATOR DILL discussed the North American problem in connection with his bill proposing to amend the radio law by providing that there should be no clear channels on the two coasts. The measure provides that clear channels be limited to inland areas and that no frequency shall be reserved for the use of one station over a distance of more than 2,300 miles airline. He said his purpose was to stop the "waste of radio facilities, which he charges is occasioned by the refusal of the Radio Commission to allow a channel used by a radio station on one coast to be used by a radio station on the other coast."

The amendment also provides that any new stations which may be established as a result of the provision will not be counted in the quota of that zone.

Citing Commission records to show there are 37 stations in Mexico which use 23 wave lengths and 55 in Cuba which use 34 wave lengths, Senator Dill said interference conditions steadily are growing worse, since neither Mexico nor Cuba is a party to the "gentlemen's agreement." He said the State Department has been asked repeatedly to adjust the situation but "sits idle and does nothing."

"The State Department," declared the Senator, "should have asked for a conference with Mexico and Canada and Cuba many months ago for the purpose of negotiating a treaty dividing up the use of the wave lengths for broadcasting on the North American continent. * * *

"If it be argued that Mexico would ask for more stations than we might want her to have, my answer is that she is taking stations she would not take under ordinary arrangements, for the reason that American capital is going into Mexico and building stations out of the line and operating them without any control from this government simply because they cannot get on the air in this country. Unless this is stopped by a treaty, large American investments there will cause Mexico to insist on far more than her share of these wave lengths, because she will be bound to protect the investments in radio stations made by citizens of the United States. Yet these stations will be for the purpose of serving the United States and not Mexico."

Cuba Plans Shake-up

NEW ADVICES reaching BROADCASTING are that the Cuban Department of Communications is preparing a reallocation of existing stations to avoid present interference among locals, which are crammed on a few frequencies. "This means," says the report, "that more frequencies than are now used will be required to put the changes into effect." This portends more interference with stations in southeastern United States.

A survey of listeners to determine which American stations are heard best and which of their programs is most desirable has been made by the Cuban Department of Communications. It is expected that from this expression of the listeners' sentiment, the government will be able to select approximately six American stations whose services will be protected in Cuba and whose channels will be kept clear of Cuban assignments.

Most significant in Mexico was the reorganization, for the second time in two months, of the federal cabinet. Miguel Acosta, appointed as Minister of Communications, is a member of the Revolutionary Party, which operates its own 5 kw. station, XEO, at Mexico City, on 940 kc., a regional channel in this country. He is reported to be of more or less radical tendencies. The new cabinet is anti-clerical, and any attempt to use stations for disseminating religious propaganda would probably be promptly squelched under those provisions of the Mexican regulations which specifically prohibit the broadcasting of "personal, political or religious matters" and make it grounds for voiding a station's license.

Four A's to Meet

RADIO will be one of the topics considered at the fifteenth annual convention of the American Association of Advertising Agencies, which has been scheduled for April 14 and 15 at the Hotel Mayflower, Washington.

ONE OF the newest stations on the air is WEEU, Reading, Pa., which had its inaugural Jan. 4. Licensed for daytime only on 830 kc., the station has a rated power of 1 kw. Installation was by RCA Victor Co.

Kindly Tardiness

KINDNESS made Senator James J. Davis, of Pennsylvania, late for a CBS broadcast from the Washington studio during the visit this month of Father James R. Cox, militant Catholic priest, who brought 12,000 Pennsylvania jobless to the national capital to plead for relief. Senator Davis was scheduled to introduce Father Cox over the network at 3:30 p. m. At 3 o'clock a delegation of the jobless called on him to ask assistance in obtaining gasoline for the return trip. The Pennsylvania Senator at once began ordering 35,000 gallons of gasoline. As a result Father Cox had started talking when he reached the CBS studio. By altering his manuscript, however, he was able to address the radio audience at the conclusion of the program. Senator Davis told friends after the broadcast that he would send the gasoline bill to Secretary of the Treasury Mellon, who controls the Gulf Oil Co., with which the big order was placed.

"Arabesque" Continues

YOLANDE LANGWORTHY and CBS announce that they have amicably resolved their differences with respect to the program known as "Arabesque." CBS intends to continue its radio presentation of that program indefinitely. Miss Langworthy, on the other hand, has recently published a second volume known as "Arabesque." Her book is published by Lewis Copeland, 570 Lexington Avenue, New York. Miss Langworthy is also engaged in preparing the "Arabesque" material for stage and moving picture use.

Radio Phone Study Ordered by A.N.P.A

ALL OF THE 465 daily newspapers that are members of the American Newspaper Publishers Association have been asked by the advertising bureau of that organization to cooperate in a telephone survey to determine the extent to which people listen to their radios. During January, members of the A.N.P.A. received a form letter asking them to call at least 100 residences picked at random from the telephone directory and to ask them the following questions:

1. Do you own a radio?
2. Are you listening to the radio this evening?
3. To what station are you listening?
4. What is the program supposed to advertise?

The calls are supposed to be made between 8:30 and 9:30 p. m., which William A. Thomson, manager of the bureau, picks as the most popular hour for radio, and it is suggested that calls be made on a week-day evening. Mr. Thomson will compile the returns and make them available to A.N.P.A. members in their regular bulletins.

Station Alterations Necessary to Meet 50-Cycle Tolerance

A SURVEY of licensed equipment of broadcasting stations made by engineers of the Radio Commission discloses that between 25 and 50 per cent of the 610 stations undoubtedly will find it necessary to make changes in their transmitters to conform with the new 50-cycle tolerance regulation which becomes effective June 22. This is entirely apart from the requirement that all stations install frequency monitors of the visual indicating type to check their frequencies.

These transmitter changes will involve in the main the installation of better crystal temperature control ovens, heater circuits and thermostats, and possibly will necessitate in some instances adding of buffer stages immediately following the crystal oscillators.

It appears from the study that five per cent of the stations will have to install entirely new frequency controls.

No frequency monitor, it was learned, has yet been approved, but a number of manufacturers have reported to the Commission that they have designed and are manufacturing apparatus which they guarantee as suitable and of the type that subsequently will be approved officially.

The Commission reiterated its warning, published in the Nov. 15 issue of BROADCASTING, that the period of leniency is getting shorter and that broadcasters should take steps at once for the installation of apparatus capable of maintaining the 50-cycle tolerance. Commission engineers urge that the apparatus be installed as soon as possible so that station engineers can familiarize themselves with the routine of maintaining the frequency within the specified limit.

It was pointed out further that even with the new visual type equipment some stations will find that they will be unable to maintain their frequencies within 50-cycles because of discrepancies in the transmitters. The 25 to 50 per cent of the stations already mentioned, it was said, apparently will not know about the limitations of their transmitters until the new 50-cycle monitor reveals that the transmitter deviates beyond the prescribed limits.

A list of manufacturers and designers with whom the Commission has had correspondence respecting visual frequency monitors follows: Jenkins & Adair, Inc., Chicago; Doolittle & Falknor, Inc., Chicago; Radio Engineering Labs., Inc., Long Island City, N. Y.; Gates Radio & Supply Co., Quincy, Ill.; Hilet Engineering Corp., Orange, N. J.; R. C. Powell & Co., Inc., New York City; Graybar Electric Co., Graybar Building, New York City; RCA Victor Co., Camden, N. J.; De-Forest Radio Co., Passaic, N. J.; General Radio Co., Cambridge, Mass.; American Piezo Supply Co., Kansas City, Mo.; E. A. Beane, Chicago; Hallock & Watson Radio Corp., Portland, Ore.; American Instrument Co., Washington, D. C.; Mariners Radio Service, Inc., New York City; Piezo Electric Laboratories, New Dorp, Staten Island, New York, and Radio Research Co., Washington, D. C.

Why Reception "Ain't What She Used to Be"

By ORESTES H. CALDWELL*

Atmospheric Changes Cause Fading and Mushing 30 to 80 Miles From Stations; New Service Areas Have Resulted

O. H. Caldwell

BROADCASTERS and radio dealers have received numerous undeserved complaints because of the fading and mushing experienced by listeners in reception after nightfall. This article points out that the criticism is unjust, though the complaint is well-founded, because the trouble all lies with the radio reflection qualities of the Heaviside Layer. This condition is likely to continue for at least another year, and more normal reception is expected in 1933 or 1934.

NONE of the changes that have occurred in radio these last three or four years begins to compare in curious interest or magnitude with the extraordinary transformation that has taken place recently in broadcast reception over intermediate distances of 30 to 80 miles, which is the outer primary service range of most fair-sized stations.

When we set up the broadcasting structure under the allocation of November 11, 1928, we figured on a minimum average fading radius of 100 to 150 miles. And this was the condition which continued through the winter of 1928-29. Yet today stations are fading, and distorting due to selective fading, not at 100 miles but within 25 miles or less. Inside this radius, listeners get dependable service. In the ring 30 miles to 80 miles from the transmitter, listeners are getting splendid service daytimes, but this is often all chopped up at night. And outside the 60-to-80-mile radius, service is again free from fading.

Three or four years ago, to get ordinary reception across the continent was rather phenomenal. It took considerable "trying," to bring in the Pacific Coast. Yet nowadays coast-to-coast reception is not in the least uncommon. Distant stations come rolling in like locals. Once again we are having a repetition of those golden days of 1922 and 1923, when a 50-watter could be heard halfway across the nation.

Thus the broadcast-reception picture of today is totally different from that of three years or more ago. Station service areas are utterly different. Station coverage in 1932 bears no relationship to what the most careful surveys showed in 1928! The world of radio reception is changed—as completely as if our broadcasting structure had been dropped down upon another planet! We have had a new deal in station performance.

Complaints of Mushing

DURING the past 30 months I have kept in close touch with the radio dealers, and these men on the firing line of the radio trade have been supplying some interesting testimony about the sweeping changes in reception conditions, as faced by them.

In all parts of the country radio men have been receiving complaints that, after nightfall, strong stations near the listener suddenly fade badly, or cut new capers in distorting or mushing every few minutes.

In mushing, the station signal, while still heard, suddenly becomes unintelligible. The voice sounds nasal or as if the performer had a mouthful of hot mush. A few seconds later the conversation is as clear as ever. Thousands have ascribed such symptoms to faults in their own sets. Countless complaints to dealers and service men have resulted.

This difficulty, however, is not in the receiver but is due to the same conditions in the upper atmosphere which have been giving us such exceptional long-distance reception this winter and last. During the past two years the great horizontal radio reflecting plane of electrons—the Heaviside Layer, 100 miles above the earth's service—has been comparatively quiescent and smooth, owing to the absence of magnetic disturbances from spots on the sun. As the result, this layer reflects back the "sky waves" from broadcasting stations near and far. In the case of stations nearby, the waves at the present time strike the ground in much greater strength than heretofore, with the result that they interfere with the waves coming directly from the station, and this interference now occurs at locations much nearer than before.

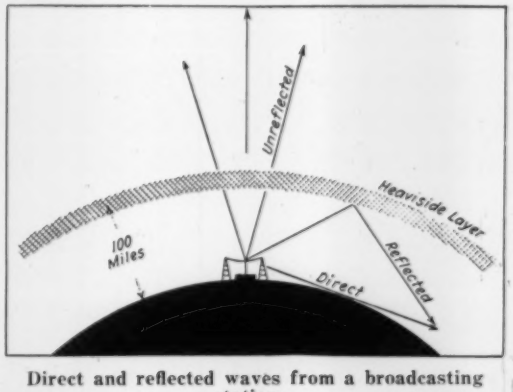
The radio waves which have made the longer journey, even though travelling at 186,000 miles per second, arrive a few thousandths of a second behind those coming direct. If the impulses coincide in phase, the sound in the radio is increased. But a few seconds later, if the sky waves and ground-waves arrive out of phase so that one cancels the other, the listener gets only silence and the station appears to have faded away. As the reflecting layer of electrons drifts higher or lower, the two sets of waves alternately reinforce, then cancel each other, so that the station sounds first loud, then soft.

Formerly this fading, for most stations, took place at distances from 100 to 150 miles from the broadcast transmitter. But during the present winter season, the reflected waves sent down by the quiescent Heaviside Layer have been so strong as to interfere with the ground wave at points within 30 to 50 miles of the transmitter.

Not only is there complete "in and out" fading but also often the mutilation or mushing already mentioned. This mushing may be caused in either of two ways: (1) by "in-and-out" fading so rapid that it actually reaches an audio frequency and so introduces a flutter which breaks up the speech or music, or (2) by the unequal fading of different frequencies in the voice signal, so that the central carrier wave may be faded out and missing momentarily while the side bands continue, producing the garbled voice sounds which have been so exasperating to 50-mile listeners.

Daylight Effects

IT SHOULD be noted that none of these fading effects occur in daytime when the reflecting power of the Heaviside Layer is temporarily broken up by the ionization of the lower atmosphere by the sun's rays. During such daylight hours only the direct waves from the broadcast station reach the listener, and since these suffer no interference, the listener is undisturbed by fading or mushing.



Direct and reflected waves from a broadcasting station

The mutilation effects thus reported are of course only temporary in character and will clear up with the return of more sunspots, which are due back again in a year or two according to their regular eleven-year cycle. Radio listeners who are temporarily plagued by this annoying fading will then have relief, and the return of former conditions, with fading taking place not nearer than 100 to 150 miles.

How soon this return to normal may be expected may best be estimated by referring to the accompanying chart of the cyclic variation in the numbers of sunspots, running back for many years. From the last undulation on this curve, it will be noted that we had our last sunspot maximum about 1928. The next minimum is apparently due about 1933 or 1934. Thus at the present time we are sliding down the curve toward this minimum. It may be that present conditions will continue well on through 1933 or 1934 and beyond. Or we may have a marked change in reception conditions by 1933. At all events we certainly have at least another year or more of existing fading and mutilation.

Meanwhile there is nothing that the broadcasters, the manufacturers, the dealers, the service men or listeners can do about it. But the true nature of the trouble should be explained to the public, so that broadcasting stations or radio sets will not be blamed for a condition wholly within the ether itself.

*Formerly member of the Federal Radio Commission; now Editor of RADIO RETAILING and ELECTRONICS. Drawing by courtesy of O. H. Caldwell.

Slingo Joins NBC; Service Explained

HERBERT J. SLINGO, merchandising expert, has joined the merchandising staff of NBC, according to an announcement by E. P. H. James, sales promotion manager. Mr. Slingo formerly was with Best Foods, Inc., and for four years was associated with James Butler Grocery Co., and for nearly six years with John Wanamaker, specializing in retail distribution and its relationship to advertising and merchandising.

"Recognizing the powerful influence exerted by radio on dealers, salesmen, and jobbers, NBC has for several years pioneered in the planning of merchandising campaign built around radio," Mr. James said in connection with the appointment. "The addition of Mr. Slingo to our staff makes it possible for us to 'speak the advertisers' language' with even greater fluency. As before, NBC merchandising activities remain advisory rather than executive. We wish to give service in the way of suggestions and ideas to our advertisers and their agencies."

Many Radio Bills Introduced But Other Matters Delay Action

Rep. Davis Plans Measure to Restrict Advertising And to Charge Broadcasters for Licenses

By LYNNE M. LAMM

ONLY THE FACT that Congress has been so vitally concerned with major economic problems and legislation, along with the national elections next autumn has prevented members of the Senate and House from paying more attention to radio matters at this session. Nevertheless, a number of speeches on radio has been made, and more than a score of bills, directly or indirectly affecting broadcasting and other branches of radio, have been introduced—and more are coming.

Thus far the only measures actually passed are the Couzens-Dill resolution (S. Res. 129) by the Senate directing the Radio Commission to inquire into commercial broadcasting; the Dill bill (S. 1037) transferring the Radio Division of the Department of Commerce to the Radio Commission, which must yet be acted upon by the House; and the Blaine resolution (S. 146) directing the Attorney General to report to the Senate Judiciary Committee regarding the status of negotiations for a radio patent pool and of proposed court proceedings in the "radio trust" case.

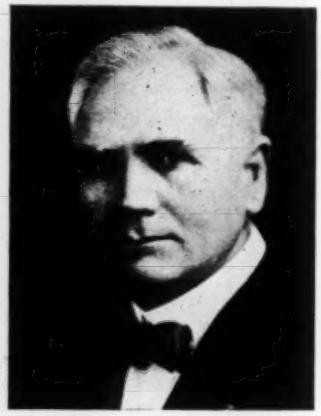
That hearings on various phases of broadcasting will soon be held before the House Committee on Merchant Marine, Radio and Fisheries, is assured by Rep. Davis (D) of Tennessee, the new chairman of that committee. He would not say, however, when such hearings will be held. At present his committee is deeply involved in merchant marine and other important legislation.

Rep. Davis has introduced one bill (H. R. 7716), an omnibus measure along much the same lines as Senator White's omnibus bill (S. 481), to correct various inadequacies in the Radio Act of 1927. But Rep. Davis' measure, which has already been reported favorably to the House without hearings, also embraces a provision prohibiting lotteries and schemes of chance on the radio, against which no opposition has been expressed by the broadcasters.

Hearings Are Planned

IT IS Rep. Davis' plan, he told BROADCASTING, to hold hearings on a new bill he is now preparing, into which he proposes to write at least three major items: (1) a provision to curb excessive advertising on the air; (2) a provision for broadcast license fees "adequate in the aggregate to pay the cost of federal regulation," and (3) a provision which will meet the growing menace of Mexican-Cuban stations, backed by American capital, which are "squatting" on or near U. S. and Canadian wave lengths. The exact character of the provisions Rep. Davis has not determined, but he is making an intensive study of the situation before completing his bill.

Senator Dill (D.) of Washington introduced a bill (S. 3046) to amend the radio law by providing that there shall be no clear channel in radio for more than 2,300 miles.



Representative Davis

"I have offered this proposed amendment to the radio law," said Senator Dill, "for the purpose of putting an end to the policy of the Radio Commission that there shall be no simultaneous operation of radio stations on the two coasts on so-called cleared channels, because no radio engineer's theories should be allowed to stand in the way of people having radio service on the two coasts of this country.

"I have made a further provision," he continued, "that any new stations which may be established as a result of this provision will not be counted in the quota of that zone, the reason being that people who live along the coast on either side of the country have no radio service from stations on the ocean side, and therefore it is only proper they should have a larger number of radio stations than the interior sections."

Another bill (S. 3047) was introduced in the Senate by Senator Hatfield (R.) of West Virginia "authorizing the Federal Radio Commission to assign to labor a cleared broadcasting channel." Both measures were referred to the Senate Committee on Interstate Commerce.

Rep. Amlie (R.) of Wisconsin introduced a resolution (H. Res. 110) in the House in which he criticizes WGR, Buffalo, N. Y., for alleged denial of its facilities to the Rev. Herman J. Hahn, of Buffalo, and calls upon the Radio Commission to "take such steps as may be necessary to compel station WGR to extend to the said Rev. Hahn the right of free speech."

A bill (H. R. 7507) was introduced by Rep. Lea (D.) of California "to regulate radio equip-

(*Continued on page* 25)

Status of Radio Legislation

The following tabulation shows the present status of radio legislation.

PASSED BY SENATE

S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission.
S. 1037—Dill bill, transferring Radio Division to Commission.
S. Res. 146—Blaine resolution calling on Attorney General for information on R. C. A. suit.

SENATE COMMITTEE ON INTERSTATE COMMERCE

S. 4—Fess radio educational bill.
S. 481—White omnibus radio bill.
S. 750—McNary radio lottery bill.
S. 3046—Dill bill on clear channels.
S. 3047—Hatfield bill for labor clear channel.

SENATE COMMITTEE ON RULES

S. Res. 28—Howell bill for investigation of possibility of broadcasting from Senate chamber.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber.

SENATE COMMITTEE ON PATENTS

S. 21—King copyright bill.
S. 22—King licenses for unused patents.
S. 176—Hebert copyright bill.
S. 1035—Tydings copyright bill.
S. 1866—Dill patent bill.

SENATE COMMITTEE ON AUDIT AND CONTROL

S. Res. 58—Dill bill to investigate RKO.

PENDING IN THE HOUSE

H. R. 7716—Davis radio omnibus bill.

HOUSE COMMITTEE ON PATENTS

H. R. 139—Vestal copyright bill.

HOUSE COMMITTEE ON THE JUDICIARY

H. R. 256—Christopherson bill prohibiting radio lotteries.

HOUSE COMMITTEE ON MERCHANT MARINE, RADIO, AND FISHERIES

H. R. 410—French radio lottery.
H. R. 6039 — Sirovich bill to transfer Radio Commission to Department of Commerce.
H. R. 7253—Connery bill to provide clear channel for labor.
H. Res. 110—Amlie resolution on free speech.

HOUSE COMMITTEE ON INTERSTATE & FOREIGN COMMERCE

H. R. 421—Hoch bill to amend I.C.C. Act to define radio as "common carrier."
H. R. 7507—Lea Bill on ocean vessel radio equipment in Canal Zone.

HOUSE COMMITTEE ON RULES

H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations.

Broadcasting SOS Watch Eliminated

Commission May Invoke Rule In Extraordinary Cases

THE REQUIREMENT for the maintenance by broadcasting stations of continuous watches on the international distress frequency of 500 kc. has been eliminated by the Federal Radio Commission in its new rules and regulations, effective Feb. 1.

While certain provisions of the old regulation (Gen. Order 66) are kept intact so that broadcast interference with distress traffic may be avoided, the new regulations, however, do not mention the maintenance of distress watches by broadcasting stations. The exception is made the rule, since the Commission reserves the right hereafter to require "certain stations to keep an effective continuous watch" on the international distress frequency as well as on the 410 kc. distress frequency for the Great Lakes Area.

The new distress message regulations are embodied in paragraphs 179 and 180 of the Rules and Regulations. They specify that absolute priority shall be given to ships or aircraft in distress and that broadcasting stations shall cease transmitting which may in any way interfere with the reception of radio distress signals or traffic relating thereto. No station shall resume operation until the need for distress traffic no longer exists, or it is determined that the station will not interfere. The status of distress traffic, state the regulations, may be ascertained by communication with Government and commercial stations. The system is the same as that maintained in Europe.

Old Order

GENERAL order 66 was promulgated by the Commission in 1929. It ordered that stations on 550 to 1,000 kc. inclusive, of certain specified powers and within certain distances from the sea coast, Great Lakes or from any commercial or government station, maintain an effective continuous watch by a licensed operator, during the entire period the transmitter of the particular station was in operation.

At the Commission and the Radio Division, Commerce Department, it was explained that elimination of the requirement should relieve hardship on many stations along the seaboard which have been forced to shut off when an SOS was intercepted. In many cases these distress messages are from vessels great distances away, with which there is little possibility of interference. A good share of the distress messages, too, are relayed from distant points, but, when intercepted, force the silencing of stations along the coasts.

Effective watches are maintained on the distress frequencies by Government and certain commercial coastal stations, and the Commission feels that this will be adequate protection under ordinary circumstances. During extremely rough weather, or under extraordinary circumstances, certain stations strategically located may be required to resume maintenance of watches.

"Minute Talkies" or Advertising Dramatized

By J. E. MATHIOT
General Manager, WGAL, Lancaster, Pa.

WGAL Finds Skits Please Both Listeners and Advertisers; Stories Simple and Based on Everyday Happenings

COMMERCIAL announcements have always been a problem for the advertiser and radio station alike. The listener has come forward to express his opinions many times, too. When is a commercial announcement too long? Everybody will agree that it can't be too short.

It is the commercial "spots" or "plugs" on a program that are intended to inform the listener about the product being advertised and to create a desire to buy. In other words, they are the most important part of the program to the sponsor and less important as far as the listener is concerned.

Opinions on just how much advertising talk should be contained in a radio program are many. Programs on the chains and local stations vary a great degree in the amount of commercial talk.

It was reported not long ago that some person had invented a set or an attachment that would shut off all advertising matter coming over the air. Of course, that does not sound good for either the advertiser or station.

A novel and effective way of putting across commercial messages is to dramatize them—make them into short sketches with two or three characters. In this way the message is presented in an interesting manner and does not have the so-called "puff" element.

J. E. Mathiot

THE PROBLEM of making commercial announcements interesting and effective is one that is always with broadcasters. WGAL has evolved a novel solution that might well be adapted by other stations; that is, dramatizing the advertising messages. The experiment has proved profitable both from financial and entertainment points of view.

Idea Not New

THESE short skits are not new to radio. They have been used in the Lucky Strike Hour, Blackstone Cigar Program, Chase and Sanborn Hour and Howard Dandies Program. Although not commercial the Henry and George programs are made up entirely of short humorous sketches.

Lucky Strike went to the expense of bringing an auctioneer from the tobacco markets of Kentucky to appear in a one-minute "talkie" at the NBC studios in New York.

It is only natural that a conversation between two or three persons has an appeal to an outsider. Every person is interested in listening to what the other "party" is saying.

WGAL, Lancaster, Pa., started using several of these skits throughout the week in commercial programs. The advertisers liked them and favorable comment was received from listeners. The sponsors asked for more. The skits added variety to the programs and proved a novel way of putting across advertising messages.

Then the continuity department worked out a 30-minute program, accommodating six sketches, allowing approximately five minutes for each advertiser. The costs were figured out, including station time, musical talent, actors, etc. The idea was then submitted to the commercial department.

Spaces on the program labelled "Minute Talkies" were immediately sold. Each "talkie" lasted about two minutes, thus allowing for a three-minute popular musical selection between the skits.

Sample of "Talkie"

A FEW weeks after the program was inaugurated WGAL had a waiting list of other advertisers. Then a similar program called "Tale-Skits," carrying out the airplane idea, was started on another night in the week. The advertisers on several other programs asked for the dialogue in presenting their messages to the audience.

Each "Minute Talkie" is a story in itself. Interest in the little sketch leads up to the advertising matter. Subjects of these blackout sketches are simple and are usually written around everyday happenings of the home, office or the golf club.

Here is a sample of the "Minute Talkie" that will give a good idea of what the sketch is like:

"THE PROMOTION"

Blackout
Subject: Dairy
Cast: Jones, Boss

Announcer: Let us now witness a little scene in the office of the president of a large firm. The president has called one of his employees to his office. As the curtain goes up we find Jones, the employee, entering the office.

Jones: (Nervous) Er—you sent for me, Sir?

Boss: Yes, Jones, have a seat.

Jones: Thank you, Sir.

Boss: Jones, how long have you been with this firm?

Jones: Five years, Sir—yes, exactly five years.

Boss: I see . . . five years. You know, we have been watching your work very carefully during the past year, Jones. We have been keeping a pretty close check on your efforts.

Jones: (Very nervous) You—you're not going to fire me, are you?

Boss: Now wait a minute, Jones. As I was just saying we have been watching your work closely. The board of directors had a meeting this morning, and one of the subjects discussed concerns you.

Jones: Yes.

Boss: Jones, we have decided to make you manager of the eastern district. How do you like that?

Jones: What!

Boss: Yes . . . manager of the eastern district with a considerable raise in salary.

Jones: Why—you mean me, Sir? It's so sudden—why—

Boss: Yes, I know, Jones—it's a surprise to you, but it's true. Beginning next Monday you will be manager of the eastern district.

Jones: Why—I don't know how to thank you for this, Sir.

Boss: We don't expect any thanks, Jones—you deserve the promotion. Now, Jones, since I've told you, there is a rather personal question I would like to ask you. I don't know whether you want to answer it, but I'm going to ask just to satisfy my own curiosity.

Jones: What is it, Sir?

Boss: You will recall, Jones, about a year and a half ago you were not doing so well—you were continually making costly errors—you didn't seem to show any interest in your work. As a matter of fact, we were on the verge of firing you. Now, what I'd like to know is what made the change in you. Your work has been unusually good during the past year or more.

Jones: You see, I wasn't feeling so good then. I was run down and nervous. I couldn't seem to take any interest in my work. I had no appetite. Then I started drinking plenty of Rohrer's Med-O-Farms milk. It built me right up, and I'm still drinking it three times a day. Rohrer's Med-O-Farms milk contains real health.

Boss: I see. Well, I think a lot of our other employes around here need to drink Rohrer's Med-O-Farms milk.

(Music)

"Minute Talkies" can be adapted to any business. They have proved a commercial success over WGAL and have great commercial possibilities.

A cast of three or four persons can produce a 30-minute program of "Minute Talkies." However, WGAL casts different persons for each sketch, thus requiring a larger corps of actors.

Skits based on famous incidents in history and written around the lives of well-known characters of literature are both humorous and interesting.

WJR-WGAR Television Stations Urged by Pratt

FAVORABLE action on the applications of WJR, Detroit, and WGAR, Cleveland, under the same management, for three experimental television stations to operate on the intermediate, low and ultra-high frequencies set aside for visual radio, was recommended to the Radio Commission Jan. 15 by Examiner Elmer W. Pratt (Report 319).

Mr. Pratt found that the experimental program outlined by the stations was well-planned and comprehensive and that adequate funds have been set aside for the work. The results of the experimentation, under the immediate supervision of the chief engineers of the two stations, assisted by Prof. R. W. Stolzenbach of Wittenberg College, Springfield, O., "should tend to improve and develop the art of visual broadcasting," Mr. Pratt said.

WJR seeks one assignment on 2000-2100 kc. with 500 watts, with 12 hours daytime and 7 hours at night, as well as an assignment in the bands 42000-46000, 48500-50300, and 60000 to 80000 kc. with 200 watts unlimited time. WGAR has applied for the very high frequencies only with 200 watts and unlimited time. The nearest television station to either Cleveland or Detroit is that maintained by WTMJ, at Milwaukee. Next are the RCA-Victor stations at Camden, N. J.

The program outlined proposes to determine what can be accomplished by reflection on the ultra-high frequencies in connection with the production of large field intensities and with shadows on transmitter pictures, the elimination of flicker, and possible use of cathode ray tubes instead of mechanical scanning.

XUM

Propaganda Lures Parents-Teachers

Ventura Free Press Forms Triple Alliance to Combat American Radio Plan; Newspapers Circularized

AN ALLIANCE with the National Congress of Parents and Teachers for purposes of propaganda against Radio by the American Plan appears to have been formed by the VENTURA FREE PRESS, small southern California newspaper whose publisher has taken upon himself the crusade against the existing radio system for the avowed purpose of removing an alleged competitor of the press. The National Congress is an organization with a membership exceeding 1,000,000 and is already on record as favoring public ownership and operation of broadcasting.

Leaders of the National Congress throughout the country have been circularized with a series of 61 articles prepared by the VENTURA FREE PRESS and have been asked to request their local newspaper editors to consider publishing them. Through the agency of newspapers now engaged in radio or friendly to radio, this propaganda has been made available to BROADCASTING.

The form letter to the leaders of the National Congress bears the date of Dec. 18, 1931, and the signature of Joy Elmer Morgan, chairman of the "special committee on radio" of the National Congress. Mr. Morgan, editor of the Journal of the National Education Association, is also chairman of the National Committee on Education by Radio, which is backing legislation in Congress to allocate 15 per cent of the broadcast channels for the use of educational institutions under state autonomy.

Not Representative

THIS triple alliance—the VENTURA FREE PRESS, the National Congress of Parents and Teachers and the National Committee on Education by Radio—represents itself as fighting the glorious cause of freedom of the air under the magical cloak of "education." Yet the VENTURA FREE PRESS, while claiming 1,000 newspapers allied in its cause, has vigorous opposition in highest newspaper ranks; the National Committee on Education by Radio is by no means representative of the educational world at large and is meeting internecine opposition, and the National Congress of Parents and Teachers appears to have been drawn into the vortex without serious consideration of the merits and motives of the alleged "causes" or the substance of the propaganda offered for distribution.

The series of articles is contained in eight 7-column pages of newspaper-size newsprint headed by a letter to the publisher and made available in "boiler-plate" or mat form to newspapers that will use the material. The material is offered with captions titled "The Empire of the Air" and with suggestions for promotional advertising to be printed. Newspapers using it are expected to remit to Western Newspaper Union, the manufacturer, the bare cost of the material.

Mr. Morgan's letter, under the letter-head of the National Congress, is in multigraph form, and states:

Text of Letter

"HEREWITH is a series of 61 articles entitled 'The Empire of the Air.' The VENTURA FREE PRESS is offering these to the newspapers of the country as part of its effort to get the truth about radio to the people. This is in line with the resolution adopted by the National Congress of Parents and Teachers, which is as follows:

"'We believe that radio broadcasting is an extension of the home; that it is a form of education; that the broadcasting channels should forever remain in the hands of the public; that facilities should be fairly divided between national, state, and county governments; that they should be owned and operated at public expense and freed from commercial advertising.'

"Will you not take this story of 'The Empire of the Air' to your local editor with the request that he consider favorably the use of it in his paper? America cannot afford to turn radio over to a commercial monopoly which is already going over the heads of parents in an effort to influence the children in their homes."

EDITOR & PUBLISHER, organ of the newspaper industry, for the first time takes cognizance of the VENTURA FREE PRESS campaign in its Jan. 16 issue in a column story headed "Coast Publisher Leading Fight Against Radio," and reports the fact that the series of 61 articles has been furnished to newspapers by H. O. Davis, publisher of the VENTURA FREE PRESS. It states that the newspaper has sent its "radio monopoly bulletins" from time to time to 3,000 publishers.

"The Empire of the Air" begins with historical data and then attempts to build a "case" against "monopoly" by tracing the growth and development of the Radio Corporation of America and its advent into broadcasting. It is written wholly from a partisan viewpoint with obviously inspired interpretations. The word "trust" appears constantly and the ills of radio are blamed upon alleged monopoly. The fact that broadcasting, both network and local, is in competitive hands today is ignored, as are the cooperative and industrial efforts of broadcasters to carry a fair proportion of educational material in their program schedules.

Call Letters or Names?

Proposal That Aesthetic Titles Replace Present System Recalls Some Colorful Station Slogans

PICK YOURSELF a "meaningful" set of call letters, representing a slogan, for your station. Maybe some day you'll be known by it.

Every once in a while one hears the question: "Why use that cold, mechanical, arbitrary system of call letters, and why don't stations adopt aesthetic names resembling those of theatres, possessing charm and beauty?" Such names as "The Voice of Heaven" and "The Invisible Enchantment" have been suggested.

The argument is that the three or four letters designating stations cannot be pronounced, and, except to the patient fan, distant stations simply are a meaningless series of consonants, with a vowel thrown in now and then. As a matter of fact the proposal to permit stations to use names has many advocates in official ranks at Washington. They do not propose that call letters, required by international agreement, be abandoned but that they be relegated to the records, and be used as mere docket designations in the regulation of radio.

It is recalled, however, that many stations already have picked names and slogans but that few are capitalizing them. WBBM, Chicago, calls itself "World's Best Broadcast Medium," and WGN, of the Chicago Tribune, means "World's Greatest Newspaper." WPG, Atlantic City, means "World's Playground;" WOW, Omaha, is "Woodmen of the World," and WBIG, Greensboro, N. C., means "Where Business Is Good."

Everybody knows that the "Voice of the South" is WSB, made famous by Lambdin Kay, of Atlanta, Ga. But few people know that Gene O'Fallon's KFEL, Denver, means "Kain't Find Enough Likker." WSM, Nashville, operated by Nashville Life and Accident Co., means "We Shield Millions," and WRUF, Gainesville, Fla., which is pronounced like the roar of the M-G-M lion "Leo," signifies the "Voice of Florida."

Here are a few additional station slogans which come to mind: WIOD, Miami, "Wonderful Isle of Dreams;" WOS, Jefferson City, Mo., "Watch Our State;" KGW, Portland, Ore., "Keep Growing Wiser;" KHJ, Los Angeles, "Kindness, Happiness, Joy;" WAAW, Omaha, "Where Agriculture Accumulates Wealth," and WEAO, Columbus, O., "Where Education Advances Ohio."

WHEN the talkies came, most California radio technicians flocked to the Hollywood film studios and landed berths at fat salaries. Now the pendulum swings backward and the trek back to broadcast stations has begun. Every Los Angeles station now has a long waiting list.

Space Interview

MICROPHONE interviews are no longer new, but NBC put over a fast one on the Pacific coast recently when Lloyd E. Yoder, manager of press relations of NBC's Pacific Division, from KGO, San Francisco, interviewed Coaches Howard Jones, of U. S. C., and Bernie Bierman, of Tulane, who were in the studio of KFI, Los Angeles. Bad weather had prevented Yoder from reaching Los Angeles by plane on scheduled time. The interview was carried on without a hitch just as though the three men were in the same studio.

Davis Drive Fails To Win Publishers

California Group Will Combat Radio, However, as a Rival

THOUGH in agreement on its resolution to fight radio as an alleged competitor of the newspapers, the California Newspaper Publishers Association at its annual convention in San Bernardino Jan. 15 to 17 refused to endorse the program for combatting the "radio menace" advanced by H. O. Davis, publisher of the VENTURA FREE PRESS, who has been conducting a campaign of propaganda against radio by means of news releases, clipsheets and boiler-plate matter which he claims 1,000 newspapers are using.

By unanimous vote the resolution urging adoption of the Davis scheme, brought up by H. W. Wood, publisher of the PORTERVILLE (Cal.) EVENING RECORDER, was defeated in a closed session. Mr. Wood presented the resolution because Mr. Davis is not a member of the association. The convention did, however, adopt a resolution declaring that "radio should be treated as a direct competitor, such as billboards, magazines and other media, and that any promotion of radio, especially publication of free programs, must therefore be at the expense of our business."

Another resolution deplored "monopolistic control of the air for special and privileged commercialized interests" and still another opposed giving news material to radio free of charge by such organizations as the Associated Press and United Press. Radio occupied much of the interest of the meeting, with varying views presented by various publishers. Roy Pinkerton, publisher of the VENTURA STAR, declared that the solution of the radio problem lies in publishing better newspapers.

Mr. Davis, who apparently has received no definite support from organized journalism to date for his campaign against radio, formerly was a Hearst newspaper executive and in 1915 was director of the San Diego exposition. His former chief, William Randolph Hearst, is one of the outstanding figures in journalism advocating newspaper cooperation with radio and has for the last year been actively interested in the acquisition of stations as adjuncts of his newspapers.

Briefs Challenge Public Utility Theory

Vigorous Attack Made by NBC and WGBB on Complaint of Sta-Shine Products Co. at Hearing Before I. C. C.

A. L. Ashby

CONVINCING arguments in support of the theory that broadcasting stations are not public utility common carriers required to permit use of their facilities to all comers were advanced by NBC and WGBB, Freeport, N. Y., in a joint brief filed with the Interstate Commerce Commission urging dismissal of the complaint of the Sta-Shine Products Co., Inc., of New York, which for the first time raised formally the question of I. C. C. jurisdiction over the broadcast rate structure.

This brief, together with one submitted by the Sta-Shine Company, a recently organized furniture and shoe polish concern, is before Examiner W. M. Cheseldine of the Commission, who heard oral arguments on the jurisdictional question on Jan. 13 in New York (I. C. C. Docket 24,738). He will submit his report to the Commission probably about Feb. 15, after which that agency will determine whether it has jurisdiction and whether it will go into the facts and merits of the case. The complaint alleges violation of the Transportation Act, refusal on the part of NBC to permit the use of its facilities and the assessment of exorbitant advertising rates by NBC and WGBB.

The NBC-WGBB brief was filed by A. L. Ashby, vice-president and general attorney of NBC, and Frederick H. Wood, of Cravath, de Gersdorff, Swaine & Wood, New York.

The public interest clause of the Radio Act of 1927, Ashby and Wood contended, requires broadcasters to choose their advertising accounts, which are entered into only under private contracts. Pointing out that this is in direct conflict with the common carrier concept, the brief said that for the I. C. C. to assume jurisdiction in the case, as demanded by the complainant, it must first find that the defendants are common carriers. Such a finding would be not only contrary to the fact, the brief added, but would be destructive of the very purpose of the Radio Act itself—protection of the interests of the listener.

Act Not Applicable

ANSWERING the Sta-Shine contention that the Transportation Act is applicable to broadcasting, since it refers to "common carriers engaged in * * * the transmission of intelligence by wire or wireless" in interstate commerce, the brief states that broadcasting was unknown at the time of the passage of that act on Feb. 28, 1920. The first station, KDKA, was erected in the fall of 1920.

Neither of the defendants, the brief stated, is or ever has been engaged in point-to-point communication, which means the sending of a definite message from a definite sender to a definite receiver. Because specific licenses are required, neither NBC nor WGBB could engage in point-to-point communication even if it desired to do so. The act may cover point-to-point stations, but it can have no reference to broadcasting, it was argued,

Arrangements between NBC and its associated stations for the broadcasting of programs are wholly contractual, and the associated stations are not required to broadcast any program of NBC except such as they may select, the brief points out. From the beginning broadcasters have exercised the right of selection, with the sole aim of pleasing the potential listening audience.

The brief explains in detail the difference between sponsored and sustaining features, the manner in which programs are built and the rigid rules that govern the nature of sponsored programs to make certain that they measure up to the public interest, convenience and necessity requirements. No person is permitted to broadcast at any time any material which he chooses.

"NBC does not now," the brief said, "and never has held itself out as ready, able and willing to broadcast for all comers in the order of their appearance. It is obvious from the foregoing that any broadcaster who operated his station except under private contracts, involving the right of selection of users of material to be broadcast would be unable to maintain either the quality of the programs demanded by the public, or a sustained public interest in broadcasting. It is equally obvious that in so doing such a broadcaster would lose his license either by failure of the Commission to renew or by revocation during its term."

Recalls Eastman Statement

WITHIN the more limited field of his operations, the manner in which WGBB is operated by its owner, H. H. Carmen, is substantially the same as that of the NBC, the brief recited. Like NBC, Carmen was said to have never held himself out as ready, able and willing to broadcast for all comers.

The brief refers to the testimony of Commissioner Joseph B. Eastman, of the I. C. C., who on Jan. 9, 1930, told the Senate Interstate Commerce Committee that he believed the I. C. C. had no jurisdiction over broadcasting. The manner in which Mr. Eastman expressed himself, the brief said, indicated that the Commission itself had previously considered the subject informally and had apparently reached the same conclusion. "That the answer given by Mr. Eastman correctly states the law admits of no doubt," the brief said.

Section 18 of the Radio Act, dealing with political candidates and their use of the radio, clearly shows that Congress did not intend that broadcasters should be common carriers, it is argued. The last sentence in this section states: "No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate." The brief held that this section is in recognition of the right of the broadcaster to select those who may use its facilities and to censor the material (except in the particular cases covered by this section) rights entirely inconsistent with a common carrier status.

"Except for the existence of these rights there would have been no occasion for the enactment of this section," the brief stated. "It is plain from the foregoing that persons engaging in broadcasting in the manner in which the business of the defendants is conducted are not only not common carriers, but that it is not contemplated by the Radio Act that they should operate as such."

The brief said that if a station undertook to conduct its business as a common carrier, it would be in danger of losing its license. Specific reference was made to the Brinkley case, involving the deletion of KFKB, Milford, Kan., for failure to serve public interest.

Compared to Newspaper

INSOFAR as the broadcaster's services are performed for hire, they are in part analogous to the operation of a theatre and in part to the conduct of a newspaper, it was contended. It is inconceivable, stated the brief, that it was the intent of Congress to extend the jurisdiction of the I. C. C. to the regulation of a business so foreign to its existing jurisdiction as the furnishing of entertainment or of advertising. To do so is to produce "an absurd and grotesque result," the brief declared.

Ernie Adamson, counsel for the Sta-Shine Co., traced the legislative history of the Transportation Act in essaying to prove that the I. C. C. has jurisdiction over broadcasting. He said the language used by Congress, to his mind, was for the express purpose of regulating broadcasting, but he admitted that the term "broadcasting" had not become so common in everyday conversation at that time.

"It is clear," he continued, "that Congress acted with deliberation on this very question of jurisdiction. The regulation of rates, rules and practices was definitely placed in the Interstate Commerce Commission and has been kept there." He insisted also that broadcasting stations are common carriers and cited legal authorities in an endeavor to prove his point.

Mr. Adamson reminded the Commission that in the event of a dismissal "this complainant is not able to prosecute an expensive appeal to the Supreme Court, while the defendants on the other hand are well supplied with good lawyers and plenty of money." He suggested that should any doubt exist concerning the legal questions involved that the Commission bear in mind "the well-known doctrine of law that all doubts shall be resolved in favor of the jurisdiction of the tribunal before which the litigation is pending."

Because of the heavy docket before the I. C. C., it is probable that several months will elapse before the jurisdictional question and the motion to dismiss will be acted upon. After the examiner submits his report, the parties have 20 days in which to file exceptions. They may ask for oral arguments before the full Commission in their exceptions. Following action by the Commission, motions for reconsideration or reopening of the case are in order within six months. Appeals from the Commission may be noted to the appellate courts.

Should the Commission find that it does have jurisdiction, it will then designate an examiner to take testimony on the facts in the complaint filed by Sta-Shine.

Part-time Stations Held to Schedules

Ten Broadcasters Get Option On Four Sets of Hours

PART-TIME stations which, under General Order 105, had been authorized to use full-time on their frequencies because the remaining facilities have been unassigned, on Jan. 18 were notified by the Radio Commission that effective Feb. 1, under the new rules and regulations, they will be required to cut down to specified hours of operation. Rule 161 of the new regulations eliminates the full-time privilege.

Secretary James W. Baldwin, by Commission order, notified the ten stations involved that they could accept one of four specified sets of hours in reducing their operations to conform with the new regulations. Failure to comply will mean designation of the station license for hearing.

Opposition to the order is expected and may result in a general hearing. The Commission asked stations to wire their answers at once. The stations to whom notices were sent are KFJB, Marshalltown, Ia.; WDBO, Orlando, Fla.; WKAQ, San Juan, P. R.; WLEY, Lexington, Mass.; KGIR, Butte, Mont.; KRE, Berkeley, Cal.; KGCX, Wolf Point, Mont.; KWKC, Kansas City; KVOA, Tucson, Ariz., and KUJ, Walla Walla, Wash.

The Commission order follows:

"Rule 161 makes it necessary that specific hours of operation be named in your license effective Feb. 1, 1932. There are submitted herein four sets of hours either one of which you may select. Failure on your part to select one of these sets will be cause for the Commission naming the hours specified in Plan 3 and designating the matter for hearing.

"Plan 1.—6 a. m. to 9 a. m.; 12 m. to 3 p. m.; 6 p. m. to 9 p. m. daily.

"Plan 2.—9 a. m. to 12 m.; 3 p. m. to 6 p. m.; 9 p. m. to 12 p. m. daily.

"Plan 3.—Monday, Wednesdays and Fridays, 6 a. m. to 6 p. m.; Tuesdays, Thursdays and Saturdays, 6 p. m. to 12 p. m.; Sundays, 6 a. m. to 9 a. m.; 12 m. to 3 p. m.; 6 p. m. to 9 p. m.

"Plan 4.—Mondays, Wednesdays and Fridays, 6 p. m. to 12 p. m.; Tuesdays, Thursdays and Saturdays, 6 a. m. to 6 p. m.; Sundays, 9 a. m. to 12 m.; 3 p. m. to 6 p. m.; 9 p. m. to 12 p. m.

"You are requested to wire your answer at once."

XUM

Five NAB Groups Appointed by Shaw

McCosker Head of Copyright Committee for New Year

PERSONNEL of committees of the National Association of Broadcasters for this year, save those groups which have been supplanted by the three major sections recently created, has been announced by President Harry Shaw, WMT, Waterloo, Ia.

Alfred J. McCosker, WOR, Newark, was named chairman of the important Copyright Committee, and Henry A. Bellows, WCCO, Minneapolis, was reappointed chairman of the Legislative Committee. Arthur B. Church, KMBC, Kansas City, was appointed chairman of the Committee on Cost Accounting; E. M. Elkin, KDKA, Pittsburgh, chairman of the Committee to Cooperate with the Internal Revenue Bureau, and Edgar L. Bill, WMBD, Peoria, Ill., chairman of the special committee to cooperate with the Office of Education, Interior Department.

Personnel of the committees follows:

Legislative: Bellows, chairman; McCosker; Henry Rines, WCSH, Portland, Me.; Leo Fitzpatrick, WJR, Detroit; H. J. Brennan, WJAS, Pittsburgh; A. L. Miller, WELL, Battle Creek, Mich.; C. R. Clements, WSM, Nashville; Maj. John S. Cohen, WSB, Atlanta; L. M. Kennett, WSBT, South Bend, Ind.; R. W. Hoffman, WHFC, Cicero, Ill.; Arthur F. Kales, KECA, Los Angeles; Louis Wasmer, KHQ, Spokane; Joseph S. Gettler, WJAR, Providence, R. I.; Harry C. Butcher, WABC, New York; F. M. Russell, WRC, Washington; Quin A. Ryan, WGN, Chicago, and Col. Charles M. Stengle, WJSV, Washington.

Copyright: McCosker, chairman; A. L. Ashby, WEAF, New York; Edward Klauber, WABC, New York; R. V. O. Swartwout, WCAO, Baltimore; Sydney Kaye, WABC, New York; Birt F. Fisher, KOMO, Spokane; Walter J. Damm, WTMJ, Milwaukee; A. S. Clarke, WBTM, Danville, Va.; A. L. Miller, WELL, Battle Creek, Mich.; Rev. Jas. A. Wagner, WHBY, West De Pere, Wis., and John Shepard, 3rd, WNAC, Boston.

Cost Accounting: Church, chairman; Byron A. Stump, KQV, Pittsburgh; Vera Burke, WMT, Waterloo, Ia., and LeRoy Mark, WOL, Washington.

Internal Revenue: Elkin, chairman; Harry McKeon, WEAF, New York; M. R. Runyon, WABC, New York, and A. Z. Moore, WKJC, Lancaster, Pa.

Education: Bill, chairman; Russell; Butcher; Don E. Gilman, KGO, Oakland, Cal., and Frederic Willis, WABC, New York.

New Station on Air

A NEW 100-watt station, to operate at Clovis, N. M., was authorized Jan. 26 by the Radio Commission, with W. E. Whitmore as licensee. The station will operate on 1370 kc., sharing with KGFL, Raton, N. M., also owned by Mr. Whitmore and which heretofore has had unlimited time.

NEW B.B.C. HOME—Containing 20 studios, one of which is the largest in the world.

THE NEW YEAR found the British Broadcasting Corporation settled in its palatial new headquarters in Portland Place, London, to which it moved from the Savoy Hill Building. Known officially as Broadcasting House, the new structure bears the more picturesque sobriquet of "England's new Tower of London."

Among the twenty studios included in the building is one that is three stories in height and the largest in the world. This studio is used chiefly to broadcast concerts of the B.B.C. Symphony Orchestra, the National Chorus and other important artists. A large platform is provided at one end of the studio, while at the other is a spacious gallery, or circle, capable of seating 900 persons.

The studios are encircled in a central brick tower, around which the business offices and corridors are grouped, and are thus protected completely from all outside noises. The brick walls, three feet and a half thick, contain no steel to carry vibrations.

Broadcasting House is twelve stories in height and in shape resembles a flatiron with a rounded nose. The architect is the distinguished Lieut. Col. G. Val Meyer, who was aided by M. T. Tudsberry, civil engineer of the B.B.C. staff.

Listeners' Alarm

A NEW USE for alarm clocks has been discovered by Dr. William A. O'Brien, pathologist at the University of Minnesota Medical School, whose talks are broadcast weekly over WCCO, Minneapolis. Recently, when he made a personal appearance before the Alarm Clock Club at Kenyon, Minn., he learned that the group of 150 women had adopted the policy of setting their alarm clocks so that they would ring five minutes before any radio feature they wished especially to hear.

Gain in CBS Fan Mail Attributed to New Stars

RADIO fan mail records were set by CBS stations last year, according to an official statement, with the receipt of more than 12,697,000 letters. The increase was attributed to the rise of such headliners as Morton Downey, Kate Smith, Bing Crosby, the Street Singer, Tony Wons and others. In response to a single program over the network on Jan. 4 more than 100,000 letters were received two days later in the CBS New York offices, setting a day's record, the statement adds. Because of the augmented mail, the CBS mail division trebled its personnel and facilities during 1931.

U. S. Government Used 515 NBC Hours in '31; Education Dominated

THE UNITED States Government utilized 515 broadcasting hours over NBC during 1931, M. H. Aylesworth, president, reported. A total of 720 addresses were made by 329 government officials, and virtually every day some phase of the Federal government was discussed over the radio.

President Hoover spoke 29 times, establishing a record, whereas Vice President Curtis made three radio speeches and Chief Justice Hughes spoke five times. Every member of the cabinet spoke at least once, and Secretaries Wilbur and Doak made five radio addresses each. Thirty-two members of the Senate made 52 speeches, and 17 Representatives spoke 25 times over the network.

The three American service bands were heard in 241 concerts. The Department of Agriculture made the greatest use of the radio during the year, however, as 254 of its officials made 581 talks, most of them during the National Farm and Home Hour.

Programs of an educational nature consumed 21.3 per cent of broadcasting time on NBC during 1931, according to what is termed "a conservative estimate" by NBC. These include such programs as the Music Appreciation Hour of Dr. Walter Damrosch, outstanding speakers, national and international commentators, lecturers and all cultural broadcasts.

50-Cycle Deviation Order Met by 190

December Check of Stations Shows Much Improvement

FORTY-FIVE per cent of the broadcasting stations checked during December by the Radio Division, Department of Commerce, deviated less than the 50 cycles required by the limitation which becomes effective June 22, according to tabulations released by W. D. Terrell, director, on Jan. 26.

This marked the highest percentage achieved by stations yet in conforming to the new deviation requirement. In addition, 422 stations, the largest yet measured in a single month, were used as a basis. Of this number 190 deviated less than 50 cycles, 98 or 23.2 per cent less than 100 cycles, 64 or 15.2 per cent less than 200 and the remaining 70 or 16.6 per cent went over the 200 mark.

Following are the stations which deviated less than 50 cycles:

KCRC, Enid, Okla.; KELW, Burbank, Cal.; KEX, Portland, Ore.; KFAB, Lincoln, Neb.; KFAC, Los Angeles; KFBK, Sacramento, Cal.; KFDM, Beaumont, Tex.; KFEQ, St. Joseph, Mo.; KFJF, Oklahoma City, Okla.; KFJR, Portland, Ore.; KFKU, Lawrence, Kans.; KFLV, Rockford, Ill.; KFOR, Lincoln, Neb.; KFPM, Greenville, Tex.; KFQU, Alma-Holy City, Cal.; KFSD, San Diego, Cal.; KFUL, Galveston; KFVS, Cape Girardeau, Mo.; KFWI, San Francisco; KFXF, Denver; KFYR, Bismarck, N. D.; KGB, San Diego, Cal.; KGBA, York, Neb.; KGDM, Stockton, Cal.; KGER, Long Beach, Cal.; KGFJ, Los Angeles; KGGC, San Francisco; KGHI, Little Rock, Ark.; KGKB, Tyler, Tex.; KGNF, North Platte, Neb.; KGNO, Dodge City, Ia.; KGO, San Francisco; KGW, Portland, Ore.; KHQ, Spokane, Wash.; KJBS, San Francisco; KJR, Seattle; KLX, Oakland, Cal.; KLZ, Denver; KMAC, San Antonio; KMED, Medford, Ore.; KMLB, Monroe, La.; KMO, Tacoma, Wash.; WBBZ, Ponca City, Okla.; WBEN, Buffalo; WBNX, New York; WBRE, Wilkes-Barre, Pa.; WBSO, Needham, Mass.; KMOX, St. Louis; KMPC, Beverly Hills, Cal.; KOAC, Corvallis, Ore.; KOH, Reno, Nev.; KOIL, Council Bluffs, Ia.; KOMO, Seattle; KPO, San Francisco; KPPC, Pasadena, Cal.; KRE, Berkeley, Cal.; KRLD, Dallas, Tex.; KRMD, Shreveport; KRSC, Seattle; KSAC, Manhattan, Kans.; KSD, St. Louis; KSL, Salt Lake City; KSO, Clarinda, Ia.; KSOO, Sioux Falls, S. D.; KSTP, St. Paul; KTAB, San Francisco; KTAR, Phoenix; KTAT, Fort Worth; KTBS, Shreveport; KTFI, Twin Falls, Idaho; KTHS, Hot Springs, Ark.; KTM, Los Angeles; KTRH, Houston; KTSM, El Paso; KVOO, Tulsa, Okla.; KWJJ, Portland, Ore.; KWK, St. Louis; KXA, Seattle; KXL, Portland, Ore.; KYA, San Francisco; WAAF, Chicago; WADC, Tallmadge, O.; WAWZ, Zarepath, N. J.; WBBA, West Lafayette, Ind.; WBAK, Harrisburg, Pa.; WBAL, Baltimore; WBAP, Fort Worth; WBBL, Richmond, Va.; WHK, Cleveland; WHN, New York; WHO, Des Moines; WHP, Harrisburg, Pa.; WBT, Charlotte, N. C.; WBTM, Danville, Va.; WBZ-WBZA, Boston; WCAH, Columbus, O.; WCAJ, Lincoln, Neb.; WCAL, Northfield, Minn.; WCAO, Baltimore; WCAU, Philadelphia; WCBD, Zion, Ill.; WCBM, Baltimore; WCDA, New York; WCFL, Chicago; WCHI, Chicago; WCSH, Portland, Me.; WDAE, Tampa, Fla.; WDAF, Kansas City, Mo.; WDAG, Amarillo, Tex.; WDBJ, Roanoke, Va.; WDEL, Wilmington, Del.; WDOD, Chattanooga; WEBC, Superior, Wis.; WEBQ, Harrisburg, Ill.; WEBR, Buffalo; WEDC, Chicago; WEEI, Boston; WENR, Chicago; WFAA, Dallas; WFBE, Cincinnati; WFI, Philadelphia; WFIW, Hopkinsville, Ky.; WFOX, Brooklyn; WGAL, Lancaster, Pa.; WGBI, Scranton, Pa.; WGCM, Gulfport, Miss.; WGES, Chicago; WGH, Newport News, Va.; WGR, Buffalo; WHAS, Louisville; WHAZ, Troy, N. Y.; WHB, Kansas City, Mo.; WHBD, Mount Orab, O.; WHDH, Boston; WHEC, Rochester; WABO, Rochester; WSBT, South Bend; WSEN, Columbus, O.; WSM, Nashville; WSUI, Iowa City; WTAG, Worcester, Mass.; WTAM, Cleveland; WIBO, Chicago; WIIM, Wilmington, Del.; WIP-WFAN, Philadelphia; WISN, Milwaukee; WJAC, Johnstown, Pa.; WJAG, Norfolk, Nebr.; WJAX, Jacksonville; WJBO, New Orleans; WJJD, Mooseheart, Ill.; WJSV, Alexandria; WJZ, New York; WKBH, La Crosse, Wis.; WKRC, Cincinnati; WLBC,

(Continued on page 22)

Synchronization Held Near Success

Radio Commission Authorizes 90-Day Extension of NBC Tests with WTIC and WBAL Pending Decision

John W. Guider

CLAIMING that the synchronization experiments conducted by NBC with WTIC, Hartford, and WBAL, Baltimore, during the past 10 months are "on the threshhold of success," counsel for the three enterprises implored the Radio Commission to permit their continuance during regular program hours in separate briefs filed on Jan. 25.

The briefs were filed to supplement testimony submitted to the Commission on Jan. 13 and 14 at a hearing called to appraise the status of experimental synchronization and to determine whether the results justified its continuance in view of complaints of interference. Andrew D. Ring, Commission allocation engineer, recommended that the experiments be curtailed on the contentions that high power synchronization is still a subject for the laboratory and that the problem should be attacked "step by step" rather than all at once during regular program hours.

Authority to continue the synchronization experiments for 90 days from Feb. 1, was granted by the Commission on Jan. 29. Action was taken on motion of Commissioner Harold A. Lafount, with Commissioner W. D. L. Starbuck dissenting. In the interim the Commission will study the record and briefs, and presumably will arrive at a decision prior to the new expiration date.

By synchronized operation, WTIC and WBAL, which share time on 1060 kc., are afforded full-time operation. The former doubles up on alternate days with WEAF, NBC key in New York, on its 660 kc. clear channel, and WBAL synchronizes on the intervening days with WJZ, another NBC, New York key, on its 760 kc. clear channel. Approximatelv $100,000 was said to have been expended in apparatus since the experiments were undertaken.

Flat contention that all synchronization problems, other than phase relation, have been overcome and that even the latter is "very close to solution" was made by John W. Guider and Louis G. Caldwell, in the brief filed in behalf of WTIC. For NBC, A. L. Ashby, vice-president and general attorney, and P. J. Hennessey, Jr., held the experiments have been most encouraging and should not be abruptly terminated. Alfred P. Ramsay, William C. Baxter and E. M. Sturtevant, counsel for WBAL, contended that ultimate success of the experiment is probable and that the dual operation has made available good service to a large and highly populated area which previously did not receive satisfactory service.

With respect to the general use of clear channels for the regulation synchronization of a number of stations, NBC expressed a desire to make its position entirely clear. "That position is," said the brief, "in the light of the present state of development of the art, exactly the same as has been presented to this Commission at every opportunity since the Commission's inception—that to date a single high powered station on a clear channel is the most efficient means of furnishing a high grade service to a large metropolitan area and at the same time acceptable service to a large rural area.

"While the respondent, of course, reserves the right to change this opinion in the light of subsequent developments, the results of its experiments in synchronization up to the present time have indicated that this view should not be modified in any way."

Attorneys Ashby and Hennessey said that operation of WTIC and WBAL on the NBC clear channel "is frankly and entirely experimental." In view of the benefits which have accrued to millions of listeners from this experiment and of the additional benefits which seem likely to accrue, they contended that the present undertaking is justified and consistent with its conception of clear channel service.

The evidence brought out that both WTIC and WBAL listeners have greatly benefited from the synchronized operation and that both stations have received thousands of commendatory letters as against a negligible number of complaints. On the other hand, interference has been created in the neighborhood of New Haven and Lancaster, Pa., they admitted.

For WTIC, Attorneys Guider and Caldwell contended that the synchronization problem largely has been solved and that to cut the experiments short at this time "would be to render abortive an important experiment at the very time when it is most essential that it be continued." In view of the unexpected difficulties, they argued that the progress "has been remarkably great."

Interference Minimized

ABOUT Feb. 1—the date the existing synchronization licenses are due to expire — some $32,000 worth of new synchronization apparatus is to be installed, which is expected to improve stability and curtail the "mush" areas. If successful, they continued, the experiment will not only demonstrate the feasibility of synchronization but will also prove a solution to the interference problem of every clear channel station in its high speed fading area where exactly the same phenomenon (mush) now occurs.

While interference has admittedly been caused in the New Haven area, the brief contended its seriousness and extent have been greatly exaggerated "under the artificial stimulation of a recent campaign by the local newspaper." This is directly reflected, the brief said, in the letters of complaint which have for the most part only recently been received by the Commission, although the experiment has been under way for 10 months.

"We earnestly hope," concluded the brief, "that the Commission refrain from terminating abruptly one of the most important experiments yet undertaken by broadcast stations, at a time when, although only partially tried out, it gives such great hopes of success. It may be years before another situation arises so ideally suited to the achievement of successful synchronization."

Counsel for WBAL brought out that synchronization offers a solution of the difficulties now caused by the over-crowding of the broadcast band. "Its perfection," they said, "will effect a major improvement in the amount and quality of service enjoyed by the country's entire listening public. It may solve the problem of selective interference of ground and sky waves now impairing the service of stations irrespective of synchronization. Because of the possible benefits which may thereby accrue to the listening public throughout the entire country every aid should be afforded its development and perfection."

The suggestion of Engineer Ring that the experiment should be further developed in the laboratory was held not feasible by WBAL counsel. Many of the problems which have developed during actual broadcast operations were not even contemplated after the perfection of the preliminary laboratory experiments, they claimed. Other suggestions of Mr. Ring to end the present experiments would not stand the test of practical application, the brief stated.

Baird Visual Unit at WMCA Favored

APPROVAL of the application of Knickerbocker Broadcasting, Co., Inc., operating WMCA, New York, for an experimental television license to employ the British Baird system and to be supervised by John L. Baird, British inventor, was recommended to the Radio Commission Jan. 26 by Examiner Ralph L. Walker. He found that granting of the application would not curtail "to an unwarranted extent" the experimental work of W2XR, New York, Radio Pictures, Inc., of which J. V. L. Hogan is head, despite the opposition of that company to the application.

The request is for assignment to the 2850-2950 kc. television band, which on Feb. 1 is exchanged for the 1600-1700 kc. band. Unlimited time with 1 kw. was sought, but the applicant offered to divide time with existing stations as required under experimental regulations.

The examiner brought out that Baird, a British subject and therefore not eligible as a licensee in this country, had entered into an agreement with Knickerbocker to furnish and install, at his own expense, television equipment, which he would maintain in accordance with developments in the art and would furnish technicians. This equipment would remain the property of Baird. Knickerbocker, on the other hand, would furnish, at its own expense, a shortwave transmitter and antenna system, which would be built in the Baird laboratories.

Baird himself plans to spend six months of each year in this country, devoting the other half of his time to his British corporation which broadcasts over the BBC.

KFAC, Los Angeles, on Jan. 29 was authorized by the Radio Commission to continue full time operation after Feb. 1 on 1300 kc. with 1 kw. which it shared with KGEF, Los Angeles, deleted because of the broadcasts of Rev. R. P. Shuler.

Now It Can be Told!

Question of What Becomes of Affidavits to Commission Answered - They Are Sold for Waste Paper

EVER WONDER what happens to the gobs and gobs of affidavits and fan letters which pour into the Radio Commission? They're baled up and sold for waste paper by and with the consent of Congress.

The Commission has just received permission from Congress to dispose of exactly 1,064,500 affidavits, letters, telegrams and other communications of "no historic value" which have cluttered up its store rooms for many months. Under the law, no Governmental agencies may dispose of papers of any character without permission of Congress, following examination of the Library of Congress and determination that the papers are of no historic value.

The proposition was presented to the Joint Committee on the Disposition of Useless Executive Papers, which recommended that they be sold as waste paper or otherwise disposed of upon the best obtainable terms after invitation of public bids and that the proceeds be turned into the Treasury.

Included in the material to be disposed of are 410,000 affidavits in card form sent to the Commission in the interest of WAIU, Columbus, O.; 132,000 affidavits, letters and cards sent in behalf of KWKH, Shreveport, La.; 75,000 affidavits and letters for WWVA, Wheeling, W. Va.; 20,000 affidavits and letters for former station KGEF, Los Angeles, of the Rev. "Bob" Shuler fame; 160,000 letters and 500 copies of programs of former station WHT, Chicago; 25,000 affidavits for WWL, New Orleans; 11,000 affidavits and letters for WPCC, Chicago; 1,500 affidavits and letters for former station KTNT, Muscatine, Ia., and 146,000 letters, telegrams and postcards referring to miscellaneous stations.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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An Unholy Alliance

INTO THE HANDS of the parents and teachers of the land now goes the propaganda of the VENTURA FREE PRESS against Radio by the American Plan. Upon the "altruistic" motives of H. O. Davis, publisher of that unimportant suburban Los Angeles newspaper, we have already discoursed at some length in previous issues (Dec. 1 and 15). Now the very group that has been so shocked at the propaganda of the "power trust" in the schools, as disclosed by the Federal Trade Commission, undertakes to give currency to one of the most selfish campaigns of propaganda ever leveled against an American institution.

Our respect for education and educators is deep. But even under the mystic guise of "education," how can the National Congress of Parents and Teachers lend itself to a campaign of this character? For one thing, the substance of the 61 articles which the parents and teachers are asked to persuade their local editors to publish is open to much question as to fact. For another, the motives of Mr. Davis are only too obvious; far from representing the press of America, he is making a misguided and (until this alliance) lone effort to ally the press against radio for the simple reason that he regards radio as a serious competitor of the newspaper for advertising revenues. Even the California Newspaper Publishers Association, asked to endorse Mr. Davis' campaign, actually repudiated it at its January convention (see story in this issue).

There are many in the newspaper realm—men far higher in position and accomplishment than Mr. Davis—who will dispute the claim that radio is threatening the press in any way. There are many in the newspaper field who have had the intelligence to ally with radio, which Mr. Davis himself expects to do (according to his Washington representative) should his campaign fail. The belief of many substantial newspapermen and legislators is that radio, as a medium of intelligence and as a natural adjunct of the press, must be kept as free as the press.

With the National Congress of Parents and Teachers we have no quarrel—not even with its resolution declaring that radio facilities "should be owned and operated at public expense and freed from commercial advertising," a view with which we heartily disagree. But that this organization should lend itself to the aims and purposes of such an obviously self-seeking campaign, that it should ally with a propagandist of such dubious standing in his own profession as Mr. Davis, that it should help give currency to such inspired and often unfounded-in-fact literature as Mr. Davis has concocted—that it should join its intelligence and effort to this kind of fighting, is something seriously to be deplored.

We hold no brief for "trust" or "monopoly" but a close inquiry into the facts of Radio by the American Plan will disclose the truth that VENTURA does not want out: its own selfish motives and its distortion of facts to prove a "case." If the National Congress had simply joined the educators in their fight for 15 per cent of the channels, that would have been a fair alliance; we say this in all deference to the educators and in spite of our sincere disagreement with their proposals. But this alliance with the VENTURA FREE PRESS can only be described as an unholy one.

Convincing Argument

AFTER REVIEWING the brief of the respondents in the I. C. C. radio rate regulation case, we are drawn to the conclusion that there can be no regulation of broadcast advertising rates by that agency under the existing law.

The arguments presented by A. L. Ashby, NBC vice-president and general attorney, and Frederick H. Wood, counsel, in behalf of NBC and WGBB, Freeport, N. Y., named by the complainant Sta-Shine Products Co., Inc., are convincing and seem indisputable. They prove, to our mind, that Congress could not even have implied that broadcast advertising rates be fixed or regulated by the I. C. C. when it enacted the Transportation Act of 1920. This seems patent, for at that time there was no commercial broadcasting.

The theory that broadcasting stations are public utility common carriers is shattered beyond doubt. If stations were required to give of their facilities to all comers, as the complainant demands, then the very purpose of the Radio Act of 1927, which guarantees protection of the interests of the listener, would be destroyed.

Several stations, like KFKB, Milford, Kans., and KTNT, Muscatine, Ia., are recent examples of failure to "pick and choose" proper programs. They were thrown off the air by the Radio Commission because they failed to meet standards of "public interest." There can be no common carrier obligation when the Commission, by direction of Congress, is empowered to eliminate stations because of the lack of merit of programs.

Even without these arguments, however, there is one section of the Radio Act which in itself leaves no room for doubt as to the rights of stations to select their programs. It is in Section 18, governing the use of radio by candidates for political office, the last sentence of which reads: "No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

Messrs. Ashby and Wood say that this section is in recognition of the right of the broadcaster to select those who may use its facilities, for there could have been no other reason for its enactment.

The only question before the I. C. C. now is that of its jurisdiction over the broadcast rate structure. It cannot go into the merits of the Sta-Shine complaint, alleging discrimination, exorbitant rates and violation of the Transportation Act, until it decides the jurisdictional question. From where we sit it appears that it will never get into the merits of the complaint.

The RADIO BOOK SHELF

THE B.B.C. YEAR BOOK for 1932 fully maintains the high standard of interest set up by its predecessors. Considerable space is rightly and expectedly devoted to a description of Broadcasting House, and this includes a short article by Lt.-Col. Val Myer, the architect, in which he indicates a few of the problems encountered and overcome in the design of the building. The chapter headed "The Old Order Changeth" recalls pleasant memories of the early days of broadcasting, when there was a feeling of more intimate personal relationship between the staff at Savoy Hill and the comparatively small body of listeners, which inevitably tends to disappear as the growth on both sides of the microphone increases. The section devoted to license statistics includes a comparison of the different methods adopted in various European countries, and the international section gives a brief summary of the progress of broadcasting abroad, with special reference to the United States and Germany.

The principal events broadcast during the past year are dealt with in the Programme section, while the Technical section contains articles on the New High-power Stations, Empire Broadcasting, Designing of Studios, Control of Transmissions, Reception, etc. A useful Appendix gives the personnel of the Advisory Committees, Councils, Musicians, Singers, etc., connected with the various educational and musical branches of the B.B.C., and the Balance Sheet and Revenue Account for 1930.

The book is profusely illustrated, and is published at the very modest price of 2 shillings. —From WIRELESS WORLD of London.

PIERRE KEY, musical editor and narrator heard over NBC networks, recently published a Musical "Who's Who," which was more than two years in preparation. The volume is international in character and lists musical celebrities from nearly every country in the world.

ALL OF THE radio lectures by leaders in the world of economic sand psychology heard over an NBC network on Saturday evenings, under auspices of the National Advisory Council on Radio in Education, are being published by the University of Chicago Press and present plans are to publish the 30 lectures in each series in book form upon their completion. In addition, two "Listener's Notebooks" have been prepared for those interested in the "Psychology Today" and "Child Development" series heard during October, November and December. Each summarizes the separate addresses and gives supplementary information, pictures, diagrams, questions for discussion by study clubs, hints for study and a list of books and magazine articles to read. Single copies of the notebooks are available either from the National Advisory Council's headquarters, 60 East 42nd St., New York, or from the University of Chicago Press, for 25 cents; 10 copies for $1.50, 50 for $5.00 and 500 for $45.00.

We Pay Our Respects to—

CLARENCE C. DILL

CAPITOL HILL has no one better versed in the manifold ramifications of the radio art and industry than Senator Clarence C. Dill, Progressive Democrat, of Washington. That is why his colleagues generally look to him for advice on radio matters. Whether they agree with his legislative views or not, they may always depend upon it that Senator Dill knows whereof he speaks.

At this moment Senator Dill is busily engaged in a study of the copyright situation, with a view to framing a bill that will be acceptable to copyright owners and broadcasters alike. Too, he is conducting practically a one-man campaign to shake the State Department out of its doldrums with respect to the Mexican-Cuban radio situation—an issue fraught with serious consequences to American and Canadian broadcasting because of the rapid construction of stations in those countries primarily by American capital with its obvious intention of "squatting" on American-Canadian waves and serving the American audience.

Senator Dill is one of the younger members of the upper house, and his own experiences with radio probably account in large part for the intense interest he has shown in that subject from the start. His own political campaigns have largely been conducted on the radio. In the 1928 elections, when President Hoover was swept into office by a veritable landslide, Senator Dill was reelected over his Republican opponent by a majority of about 35,000 votes, although Hoover's vote nearly doubled that of Alfred E. Smith in Washington.

The junior Senator from Washington is perhaps best known for his coauthorship with Wallace White, Jr., then House committee chairman and now Senator from Maine, of the Radio Act of 1927, under which the Radio Commission was formed. He has had a leading part in the framing of all later radio legislation, and undoubtedly he will continue in that leadership.

Born in Knox County, Ohio, on Sept. 21, 1884, he attended country schools and was graduated from the Fredericktown (O.) High School in 1901. He taught school two years, later attending Ohio Wesleyan University, from which he was graduated in 1907. He was a newspaper reporter for a time on the CLEVELAND PRESS and CLEVELAND PLAIN DEALER, leaving that work to teach high school for a year at Dubuque, Ia., then for two years in Spokane, Wash.

Admitted to the bar in 1910, he served in the office of the prosecuting attorney at Spokane from 1911 to 1913 and for a year was secretary to Gov. Ernest Lister. That led him into active politics, and he was elected a Representative of Congress in 1914, reelected in 1916 and defeated in 1918. Then he practiced law in Spokane, until his election to the Senate in 1922. His present term is his second in the Senate and it expires March 3, 1935.

PERSONAL NOTES

JUDGE IRA E. ROBINSON, whose resignation as a Radio Commissioner became effective Jan. 15, will specialize in radio matters as advisory counsel, with headquarters in Washington. He is not yet prepared to announce his definite connection with a law firm, but is known to be considering a number of offers.

M. H. AYLESWORTH, president of NBC, has returned from a 10-day vacation trip to Bermuda.

HARRY M. BITNER, publisher of the Pittsburgh SUN-TELEGRAPH, was elected president of WCAE, Pittsburgh, at an organization meeting of the directors of WCAE, Inc. The station recently was acquired by the Hearst newspaper interests, which also owns the SUN-TELEGRAPH. W. G. H. Finch, Hearst radio executive, was elected vice-president: McH. Browne, secretary and assistant treasurer and Austin W. Clark, treasurer. J. L. Kaufman is manager of the station.

JOHN B. REYNOLDS, assistant secretary, Federal Radio Commission, became the father of 6 lb., 9 ounce boy on Jan. 13—his own birthday.

HARRY HOWLETT, commercial manager of WHK, Cleveland, addressed the radio division of the Cleveland Advertising Club at its first dinner-clinic Jan. 26 on "The Radio Station Looks at the Advertiser."

KUNSKY-TRENDLE Broadcasting Corp., operating WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Mich., announces a change of officers effected at its annual meeting Jan. 18. George W. Trendle becomes president and general manager, and John H. Kunsky is vice-president and treasurer. Howard O. Pierce remains as secretary and general studio manager.

J. R. McDONOUGH has been elected president of the RCA Victor Company to succeed E. E. Shumaker, according to announcement by David Sarnoff, president of RCA. Mr. McDonough, 37, entered the employ of RCA in 1924 and has recently been assistant to the president. Last year he became executive vice-president of RCA Victor.

G. F. (JERRY) CROWLEY has been named publicity director of WIP-WFAN, Philadelphia, following the resignation of Lawton Thomas, according to an announcement by Benedict Gimbel, Jr., president. Mr. Crowley formerly was associated with the Paramount Motion Picture Corporation in an advertising and publicity capacity.

WILLIAM HARD and Frederick William Wile, Washington newspaper correspondents, sailed this month for Europe to act as representatives of NBC and CBS, respectively, in reporting daily the activities of the Disarmament Conference which starts at Geneva Feb. 2.

R. V. O. SWARTWOUT, president and general manager of WCAO, Baltimore, has been elected chairman of the board of the station, and has been succeeded as president by L. M. Milbourne, formerly treasurer of the company. J. T. Lyons, vice-president, was elected vice-president and general manager. Mr. Swartwout intends to devote most of his time to his citrus grove holdings in California.

SAM PICKARD, CBS vice-president in charge of station relations and a former Radio Commissioner, returned to his desk Jan. 18 after an illness of two months. He motored back from Miami Beach, Fla.

WILLIAM HAMILTON CLINE, for many years on the staff of the Times Mirror, printing and binding house, Los Angeles, and lately on the editorial staff of the *Los Angeles Times*, has been appointed radio editor of that newspaper. He will be heard on two of the thrice-daily news broadcasts over KHJ.

FRED HEINITSH, formerly in newspaper advertising work, and Edgar S. Hess, formerly eastern sales representative for a lock manufacturing company, have been added to the commercial department of WGAL, Lancaster, Pa., which now has seven salesmen.

JACK BEESON, formerly salesman for WSPA, Spartanburg, S. C., has been appointed advertising director of WNOX, Knoxville, Tenn.

HOMER HOGAN, manager for the Chicago Herald and Examiner of Westinghouse's twin stations KYW and KFKX, is a commuter these days. After spending a couple of weeks in New York aiding in the reorganization of Mr. Hearst's recently purchased WINS (formerly WGBS) he has been called to Pittsburgh to carry on similar work with WCAE, which the Hearst interests have just purchased. The Hearst-owned stations now number three, the other being WISN, Milwaukee.

WHITNEY J. CLEMENT, formerly of WIBO, Chicago, has joined KYW, Chicago. His task will be the servicing of advertisers and continuity work.

GLENN W. HUTCHINSON, formerly manager of the St. Louis office of H. W. Kastor & Sons, advertising agency, has joined KMOX, St. Louis, as advertising and publicity director.

C. M. C. RAYMOND, on the sales staff of KGER, Long Beach, Cal., and formerly KHJ commercial manager, has joined the sales force of KFAC, Los Angeles.

RUDOLPH VAVEPETICH, in charge of NBC's artists' division in the west, is reported seriously ill with a heart ailment in San Francisco. Marks Levine was sent from New York to carry on his duties temporarily.

JOSEPH C. MOLIN for the past eight years associated with the advertising staff of the Detroit Times, has joined the sales staff of WXYZ, Detroit. Widely known in advertising circles, Mr. Molin for the past five years has been manager of the automotive division of the Times' advertising department.

WALTER DAMROSCH, dean of American conductors, and NBC musical counsel, observed his seventieth birthday on Jan. 30. He observed the occasion by working the whole day. "I don't feel old and I don't intend to quit," said the conductor. "There's still too much to be done."

BEHIND THE MICROPHONE

LUCREZIA BORI, Spanish prima donna of the Metropolitan, and Goeta Ljungberg, the Swedish soprano, who made her debut this month, have placed their activities outside the opera in the care of the Columbia Concerts Corporation for a term of years.

JANE CARPENTER, talented pianist on WBBM, Chicago, was the 1932 Miss Radio Queen at the tenth annual Chicago Radio Electrical Show, Jan. 18-24.

HAPPY-GO-LUCKY trio, known as such over KFVD, Culver City, Cal., for the past three years, has been renamed the "Sunshine Breakfast Club Trio." The combination plays a total of 53 instruments.

CARMEL MYERS, of filmland, has succeeded Radie Harris for the speaking part of the Resinol program from KHJ to the coast Don Lee chain twice a week for 13 weeks.

HARRY JACKSON, program manager of KFAC-KFVD, Los Angeles, and Culver City, Cal., handled the microphone for the three-day "Los Angeles $10,000 open" golf match in January.

XAVIER CUGAT, lately with NBC, San Francisco, with his tango orchestra, and previously at KFWB and KMTR, Hollywood, has joined Anson Weeks' orchestra in the peacock room of the Hotel Mark Hopkins, San Francisco.

GEORGE GRAMLICH, tenor, back from a European tour several months ago but not heard over radio lately, has joined KHJ, Los Angeles. He had previously been audition manager of KNX, Hollywood, and tenor singer at several other stations in California.

CLIFF HOWELL, announcer at KFWB, Hollywood, and previously with KFI, has been elevated to the chief announcership. This had been held by commercial manager Bill Ray, who, because of pressure of business interests, will hereafter devote his entire time to new accounts.

WILLIAM HARGRAVES, basso, joined the staff of KHJ, Los Angeles, late in January as a staff artist.

JO ANN STONE, formerly with WGN, Chicago, and WMBC, Detroit, has opened an engagement with KFAC, Los Angeles. She will conduct the "Cinderella Hour," (shopping news), mornings and as the "Dyas girl," (blues songs) on the program for B. H. Dyas department store.

XUM

TED WHITE, NBC tenor in San Francisco, has returned to the studios after an extended illness.

HARRY HARRIS will go from Los Angeles to New York early in March on a contract with NBC. In the meantime he will be heard from the Ambassador's cocoanut grove singing nightly via remote to KFI.

FRANK NELSON, late of KGB, San Diego, will be heard over KFAC, Los Angeles, as part-time announcer and directing playlets.

GERALD NORTON, of Abilene, Tex., who recently joined the announcing staff of KHJ, Los Angeles, has been given charge of the midnight recorded program known as "Midnight Moods."

EDMUND LYTTON, music director at KTM, Los Angeles, has become chief announcer, replacing Dick Licence, resigned.

ROSE WANDERBOSCH, long a name in radio and remembered as the accompanist of Jerry Sullivan at the popular old WQJ, is now staff pianist at KYW, Chicago.

C. R. (BOB) THOMPSON has resigned as program manager and chief announcer of WCAO, Baltimore.

DAVE ELMAN, after three years as a continuity writer for CBS in New York, has left to do radio scripts and act as master of ceremonies on the air for the Blackman Company, advertising agents in New York. Elman is one of the radio broadcasting pioneers, his original connection with it dating back to 1921.

TED WEEMS and his orchestra, whose programs have been broadcast over WGN, Chicago, from the Trianon Ballroom, will make a short road tour for Music Corporation of America the latter part of February. The first Weems engagement will be at Schroeder Hotel in Milwaukee. WTMJ will carry his programs.

HORACE HUNNICUTT, formerly announcer for WSPA, Spartanburg, S. C., and later with WNOX, Knoxville, Tenn., has been named studio director of WNOX. Walter Graham, WNOX, announcer, is now program director.

W. O. COOPER, writer of the "Empire Builders" continuities for two years, has left the McJunkin agency to join WBBM and the CBS in Chicago to do continuity work. He writes the "Breethem" super-natural script and has a new sustaining on Sundays at 4:30 p.m., CST, called "The Lost Legion."

JOHN ALCORN has joined Don Clark's continuity department of CBS in New York, after a 10-month's stay in the New England mountains recovering from illness.

CHAUNCEY PARSONS, tenor soloist, has joined WBBM, Chicago musical production staff. Parsons, known for his light opera and concert work and formerly of NBC, has a program on Sunday entitled "Musical Comedy Memories."

MME. FRANCES ALDA, for 22 years prima donna soprano of the Metropolitan Opera Company, has signed an exclusive contract with NBC Artists Service, George Engles, NBC vice-president, announces. All of Mme. Alda's engagements for broadcasts or public appearances will be booked through NBC Artists Service.

TED R. LIUZZA, radio voice of the New Orleans Item and the Morning Tribune, celebrated his sixth anniversary of broadcasting over WSMB, New Orleans, Jan. 27. The oldest announcer in New Orleans, Mr. Liuzza made his bow over the radio in 1926 and has been on the air twice daily ever since. He is also radio editor and feature writer on the Item and Tribune.

AN ARTIST who sings in 11 languages, including Greek, Gaelic, Yiddish and Neapolitan dialect is rare, even in radio, where versatility is the rule. Such an artist is George Gramlich, who, after seven years broadcasting, has become a regularly featured star on KHJ, Los Angeles, key station of the Don Lee-CBS network on the Pacific coast.

JOSEPH A. BIER, announcer over WOR, Newark, is a veteran in the new field of broadcasting. He was a baritone with the Premier Male Quartet, which was heard in the early days over WDY, Roselle, N. J., and later he became an announcer at WLWL. He joined the staff of WOR in September, 1930, and he appears in an early morning solo program as well as an announcer.

JACK PAYNE, who conducts the British Broadcasting Corporation's orchestra, ends his contract with the B.B.C. next March instead of 1933, as previously arranged. He will be heard over the B.B.C. occasionally, however. Henry Hall has been appointed director of the new B.B.C. dance orchestra.

LESTER SCHARFF, formerly connected with the production department of CBS, is announcing at WOR.

PHIL STEWART, announcer of KYW, Chicago, has renewed his contract with NBC to announce the Lady Esther programs heard Sundays at 2 p.m., CST.

THE ENGAGEMENT of Fred Wade, announcer of WTIC, Hartford, to Miss Thelma S. Spaulding of Springfield, Mass., was announced Jan. 14. No date has been set for the wedding.

WINS, New York, now boasts of having "New York's Sweetest Voice" known as the Musical Clock Girl. Angela Warde possesses this voice of distinction and she goes on the air at 7 a.m. Her name outside of the radio studio is Mrs. Harmon Neill. She was born in Buffalo 26 years ago and has one son, John. She has done some singing of "blue" numbers at WIOD, Miami, Fla.

KERRY CONWAY, who appeared on WOR, Newark, last year with a grammar play called. "The March of Words," has this month been on KHJ, Los Angeles, with a twice weekly broadcast on "Americanisms" of speech.

VIRGINIA KARNS, formerly on the musical comedy stage, once on the staff of WMCA, New York, but lately with WLW, Cincinnati, has joined the staff of KTM, Los Angeles.

"MOTHER SPENCER," elderly radio character in southern California, has returned to the air. She will be heard on a weekday early afternoon program from KTM, Los Angeles, playing the guitar and singing old-time songs.

MISS MARION MARTIN, program director at WWJ, of the Detroit News, in January celebrated the fifth anniversary of her first work on the air. She started at WWJ in 1927.

PHIL STEWART, genial Scotch announcer of KYW, chicago, has renewed his contract with NBC to handle the Lady Esther programs heard Sundays at 2 o'clock, CST, with Wayne King and his orchestra.

LESTER WEELANS, announcer of KOA, Denver, has returned to the microphone following an appendicitis operation.

ROLLA ALFORD, director of the Long Beach (Cal.) civic chorus, will be heard this month over KGER in Sunday afternoon request programs. He is a baritone.

KARENA SHIELDS, who used to conduct a children's hour over KTM, Los Angeles, last week started "Over the Tea Cups" for KFWB, Hollywood.

CLARENCE COLMAN, famous on the coast for his characterization as "Herman Schnitzel," German comedian, has returned to the air after more than a year's absence. He will do a thrice weekly program over KTAB, San Francisco.

IN THE CONTROL ROOM

R. H. MARRIOTT, of the Institute of Radio Engineers, as chairman of a committee on unemployment, is making an appeal for $10,000 from members of the I. R. E. to "develop radio along Institute lines, avoiding commercial competitive work" so as to aid unemployed members. "We want to put our people to work on Institute lines, giving them enough to keep them going until commercial organizations will give them more nearly what they are worth," he writes.

M. B. LOWE, formerly manager of WDAF, Kansas City, Mo., is now chief engineer at WLBF, Kansas City, Kan.

A. C. MATTHEWS, research and experimental engineer, now associated with the Freed Television and Radio Corporation, addressed the Television Club of the West Side Y. M. C. A., New York, Jan. 15, on "The Future of Television—Its Relation to the World of Tomorrow." Mr. Matthews formerly was with General Electric, Stewart Warner and United Research.

C. C. HARRIS has resigned as chief engineer of WCAO, Baltimore.

BORN to Mr. and Mrs. Dean Moffatt, a 7-pound daughter. Mr. Moffatt formerly was with KHJ, Los Angeles, and is now chief operator of KGB, San Diego. Born, also, to Mr. and Mrs. Myron Hook (he is technician at KMCS, Los Angeles) a daughter, Myra Ann.

NORMAN HURLEY, formerly chief engineer of WNOX, Knoxville, Tenn., has been appointed chief engineer of WSPA, Spartanburg, S. C., according to Virgil Evans, managing director of the latter station. Joe Epperson, operator, has been promoted to chief engineer of WNOX.

WARREN D. BIRKENHEAD, formerly operator with WMAQ, Chicago, has joined WMT, Waterloo, Ia., as chief engineer. He was succeeded at WMAQ by C. W. Thatcher.

PAUL GREEN, formerly chief engineer of CBS, has resigned.

RAY HOWELL, chief operator at KMPC, Beverly Hills, Cal., has joined KNX, Hollywood, as an operator.

MARK BRENEMAN has become a remote control operator for KFAC, Los Angeles. His brother, Tom Breneman, sometime ago went east to be on the NBC staff in New York.

KDYL technicians are installing the new policy radio system for the Salt Lake City Police Department. For three years the department has used KDYL for twice-daily broadcasts.

U. S. Radio Lauded At Chicago Show

CHICAGO'S Radio-Electrical show, held from Jan. 8 to 24, seemingly has sounded a gentle but nevertheless definite battle cry for improved conditions in the radio industry for 1932.

The show was not the elaborate affair of other years. But an elaborate show after the state of affairs last year would have been out of order. However, manufacturers and exhibitors showed courage in expecting things to proceed on a larger scale this coming year. Nothing of a particularly startling nature in the way of striking new advances were in evidence.

The most news coming out of the show did not involve the exhibits themselves at all. It was a resolution passed by the National Federation of Radio Associations and the Radio Wholesalers' Association defending the American system of broadcasting in face of the present Senate investigation.

Paul B. Klugh, vice-president of Zenith Radio Corporation, sounded the keynote and introduced the resolution.

Mr. Klugh's resolution follows:

"Whereas: The United States Senate has unanimously passed a resolution presented by Senator Couzens directing the Radio Commission among other things to determine to what extent facilities of broadcasting stations are used for advertising purposes; what plans might be adopted to reduce, limit, control, or perhaps eliminate the use of radio facilities for commercial advertising purposes and the feasibility of government operation of broadcasting facilities, and Whereas: It is well-known that American broadcasting programs are the best in the world and that the high class programs being furnished to listeners could not be provided if it were not for advertising, and Whereas: There is too much government in business and not enough business in government, Therefore, be it resolved: That the National Federation of Radio Associations and the Radio Wholesalers' Association, in convention assembled, oppose and fundamental change in our broadcasting methods, systems or control as being unwise and unjustified."

BEHIND THE GUNS AT KDKA—These are the men who operate the technical works at Saxonburg, Pa., where the transmitter of KDKA, said to represent the last word in radio science, is located. Left to right: Joseph Honzo, maintenance man; Herbert Irving, chief operator; Dwight Myer, plant manager; Donald Starnier, operator; Howard H. Giles, operator, and Elvyn M. Sollie, resident engineer.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

SEVEN stations joined WOR, Newark, in the second annual Radio Dairy Day program, Jan. 30, in which Gov. Gifford Pinchot of Pennsylvania was principal speaker. The broadcast was sponsored by the Dairy League Co-operative Association. The seven stations joining in the broadcast are: WJAS, Pittsburgh; WBEN, Buffalo; WSYR, Syracuse; WIP-WFAN, Philadelphia; WOKO, Albany; CKAC, Montreal, and CFRB, Toronto.

THE OLDSMOBILE Melody Speedway program was inaugurated this month over WBZ-WBZA, Boston, as a twice-weekly feature. The program will be on the air at 8:30 p.m., every Tuesday and Friday.

MANUFACTURERS of "Hennafoam" (shampoo) are sponsoring a 15-minute program over WHAM at 7:15 p.m. the first four nights of every week. The program features Harry Tighe and Mimim Shelton, star team of "Beauty and the Beast," heard on WLWL, New York, each Wednesday at the same hour.

TOM, DICK AND HARRY, the WGN trio, are handling an eleven week engagement under the sponsorship of McLaughlin's Manor House Coffee Co., Chicago. They are heard every morning except Sunday at 9:45 o'clock in 15 minutes of cheerful songs and comedy.

DAN AND SYLVIA, one of Chicago's favorite radio acts, now broadcast their series under sponsorship of Nivea Creme over WMAQ, from 10:15 to 10:30 p.m., CST., daily except Saturday and Sunday. Bill Hay, who announces Amos 'n' Andy, handles this skit also.

NEW ACCOUNTS now using WORC, Worcester, include Berry Bros. (paints and varnishes), Riverside Boiler Works, Chesterfield cigarettes, Cleercoalers, Walker Press, Mart Packing, Montgomery Co. (Quick Scour) and R. B. Davis Co. (baking powder.)

ONE OF THE most unusual features in radio has just been resigned by WIP-WFAN in Philadelphia. Just-Rite Co., producers of pet foods, offers a singing Golden Canary which will sing only when in one special cage and when its owner signals. The program has proved a popular feature. Any other canary upon hearing the Golden Bird, whether over the radio or in person, for an unexplainable reason, it is claimed, immediately begins to warble.

THE LIST of sponsors at present allied with "The Mixing Bowl" of WTIC, Hartford, includes the Universal Electric range (Landers, Frary and Clark), First National Stores, Inc., Virginia Dare Extract Co., Land O' Lakes butter, the Magic Maid (Fitzgerald Manufacturing Company), Geisha Crabmeat (Rudolf Mosse, Inc.), R-C canned fruits (Dudley, Weisl and Gunnell), and Bird's Eye frosted foods (Wolcott and Holcomb.)

PIE BAKERIES of America, Inc., Newark (Mrs. Wagner's pies), on Jan. 18 started a 52-week contract with WABC, New York (not network), carrying "La Monica at the Organ" daily except Sunday from 8:30 to 8:45 a.m., EST. Martin-Pilling-Shaw, Inc., Philadelphia, handles the account.

SUPPLEE - WILLS- J ONES began sponsoring a unique program over WIP-WFAN, Philadelphia, Jan. 26, to continue until Dec. 17, 1932, with a lay off for the summer months, N. W. Ayer Co., handles the program, which is broadcast thrice weekly and is known as "Humpty Dumpty and His Players." The same company through the Ayer Agency, has arranged a program over WIP-WFAN, to be broadcast from 8 to 8:30 p.m., from April 18 to Oct. 10. Musical talent will be furnished by the Clarence Fuhrman orchestra, Thelma Melrose Davies, leading Philadelphia contralto, and a male voice yet to be announced.

C. E. WILSON CO. (Seal Kraft Roses), South Manchester, Conn., has contracted with WTIC, Hartford, for a series of half-hour concerts utilizing a 30-piece concert orchestra made up of WTIC staff musicians and a popular Connecticut tenor whose identity is being withheld momentarily.

JINRICKY, a beverage, has signed with KNX, Hollywood, for the midnight hour of recordings. The account is handled direct from the Los Angeles office of the concern.

ROBERT P. GUST CO., San Francisco, is using KTAB, Oakland, in merchandising Baume Bengue, Odorono, Kreml Hair tonic, Dip-it Dye and other products. The public has become acquainted with the products through the voice of Julia Hayes. Speaking programs will run for the next several months.

SOME OF the new group sponsors at KFI, Los Angeles, include the Ida May Dress shop, Wetherby, Kayser Shoe Co., and Barker Brothers, all of Los Angeles.

NEW SPOT announcements for KFAC, Los Angeles: Gypsy Tea Room, Panama Glove Co., Hancock Music Co., and the Curtiss-Wright Flying Service.

TRANSCRIPTIONS for KFWB, Hollywood: Mail Pouch tobacco, Automotive Sales, Inc. (repairs); Double Service Tire Co.; Florists Telegraph Delivery Association; Langendort-United Bakeries; Rumford Baking Powder, and Scientific Laboratories of America (Reducoids).

SCHWARTZ Ladies' Apparel House, Los Angeles, advertised its "expansion sale" with a recorded program of Bing Crosby records over KGFJ each morning. Fans who telephoned and requested some particular number during the broadcast were mailed a 10 per cent discount certificate from Schwartz's.

KSOO, Sioux Falls, S. D., is in the third year of its weekly half-hour for the Wermuth Fur Co. with studio dance orchestra.

RUDOLPH WURLITZER CO., San Francisco, has inaugurated a series of six 15-minute periods weekly over KTAB on a long term contract. It will advertise various departments of its San Francisco stores, particularly a new piano purchase plan. By using records on the broadcasts, Wurlitzer's also advertises its music and radio departments.

SCIENTIFIC Laboratories of America, Los Angeles, makers of Reducoids, will use KFOX, Long Beach; KFWB and KMTR, Hollywood, and KGFJ, Los Angeles, for programs daily with orchestra and record talent.

COLUMBIA OUTFITTING CO., San Francisco, has inaugurated a series of six 15-minute talks a week by Ernie Smith, Hearst radio service announcer, called, "Columbia Outfitting Company's Sports Page of the Air," over KTAB, San Francisco. From the Oakland studios of KTAB, John Breuner and Sons, home furnishings establishment, has taken a similar number of weekly periods with Darrell Donnell, the "Breuner Reporter," commenting on world-wide news events.

DR. S. M. COWEN, dentistry system in Los Angeles, is reported from KTM, Los Angeles, as taking three evening half hours weekly for 52 weeks. The series started late in January as Dr. Cowen's "Musical Comedy Memoirs." KTM's Electrum Ensemble and Miniature Symphony groups will be assisted by Virginia Karns, musical comedy singer, and newcomer to the staff. R. E. Deardorff, of the KTM sales staff, completed the arrangements.

AUBURN-FULLER CO., San Francisco, distributors of Auburn and Cord cars, California, in January purchased a series of recorded programs, averaging an hour daily, over KTAB, San Francisco, to publicize the Dual-Ratio device in Auburn cars.

GREYHOUND stage lines have taken an evening 15 minutes three times a week over KTM, Los Angeles, with music by Bob and Jimmy Palmer, known as "The Utah Trail Boys."

NATURAL GAS COMPANIES of Utah will assume sponsorship of time signals and weather reports for the morning hours over KDYL, Salt Lake City. Walker Bank and Trust Co. now sponsors nightly time signals over KDYL.

ASSOCIATED Grocers will use male vocal trio over KFOX, Long Beach, Cal., for 15 minutes five times a week. Podolar Motor Co. will use, over the same station, two evenings continuity programs of 15 minutes weekly and two early morning half-hour record broadcasts.

KFVD, Culver City, Cal., reports the Cascade Water Co., Bozanni Motor Car Co., Globe Outfitting Co. and the Harvard Furniture Co., all of Los Angeles, as new sponsors for spot announcements.

KMPC, Beverly Hills, Cal., has these new group sponsors: Tanner Motor tours; Silver Style Shop; Franklin Furniture Co., Anderson's Beverly Cafe and the Birch Smith Furniture Co.

NEW ACCOUNTS now using KDYL, Salt Lake City, are Elizabeth Arden, New York, thrice-weekly musical programs; Gotham Silk Hosiery Co., Inc., New York, (Gold Stripe hosiery), morning musical program.

MAY COMPANY, department store, Martha Washington Candies and the Brace Finance Co., all of Los Angeles, have taken spot announcements with KMTR, Hollywood.

KMCS, Los Angeles, spots more group sponsors: Elysian Springs Water Co., New York Hardware Co., California Piano Supply Co., and the Robinson Radio Shop.

DAVID PERFECTION Bread Co., Los Angeles, again uses the Jack and Grace skit three times a week over KHJ with 15-minute programs.

RICHARDSON MUSIC CO., Los Angeles, will use KECA, Los Angeles; KFWB and KMTR, Hollywood, and KMPC, Beverly Hills, for recorded programs daily. Southern California Music Co., Los Angeles, has made similar arrangements with KFWB and KMTR, Hollywood, and KFAC, Los Angeles.

MEDICAL PRODUCTS Laboratory, Los Angeles, makers of "Asphenal" headache pills and powders, will use KELW, Burbank, Cal., on a 30-day trial broadcast with daily studio programs.

A UNIQUE barn dance program called "The Hickorytown Hoe-Down" is broadcast weekly by WGAL, Lancaster, Pa. The program is sponsored on a cooperative basis by local advertisers. The commercial announcements are presented in conversational manner by two or three persons attending the dance in the mythical Hickorytown barn. Humorous situations which arise between the dances are indirectly worked into commercial announcements. Several well-known local hill-billy orchestras are featured.

FARAON MOSS Agency, Long Beach, Cal., has started using KGER for floating announcements for Phelps Taxi and KFOX spots for the Orange Theater.

NEW ACCOUNTS on WNAC, Boston, include Sieberling Rubber Co., Vapon Shampoo and Norwich Parmacal Co. (Unguentine). WEAN, sister station in Boston, has signed United States Rubber Co.

NETWORK ACCOUNTS

CHEVROLET MOTOR CO., Detroit, on Feb. 4 starts its "Big Six of the Air" program over NBC-WEAF and supplementary networks, including the NBC-KGO Pacific net, Thursdays from 9 to 9:30 p.m., EST. Frank Black conducting a 34-piece orchestra and Welcome Lewis, Ohman and Arden, Lewis James and the Cavaliers Quartet will be featured. Campbell-Ewald & Co., Detroit, handles the account.

MENTHOLATUM CO., Wichita, Kan., on Jan. 20 began its new "Melody Lane" program with 12-piece orchestra and talent over NBC-WJZ and supplementary stations to be heard Wednesdays from 8:30 to 9 p.m., EST. Batten, Barton, Durstine & Osborn, Chicago, handles the account.

DEISEL-WEMMER-GILBERT Corp., Detroit, (San Felice cigars), on Feb. 1 began the "San Felice Serenade," Harold Stokes conducting a 10-piece orchestra, over the full NBC-WJZ network. Bob Nolan is master of ceremonies. The program is heard Mondays and Fridays from 7:30 to 7:45 p.m., EST. Thomas M. Bowers Advertising Agency, Chicago, handles the account.

COLGATE-PALMOLIVE-PEET CO., Chicago, on Jan. 13 began a new series of programs over a special NBC network in the middle west, keyed from WMAQ, Chicago, called "Fashions in Loveliness," with Myndall Cain beauty talks and a 5-piece instrumental group. It is heard daily except Saturday and Sunday from 2:30 to 2:45 p.m., EST. Lord & Thomas and Logan, Chicago, handles the account.

OAKLAND MOTOR CAR CO., Detroit, a division of General Motors, on Jan. 15 began a new series over NBC-WJZ and supplementary networks. Program is known as "Youth of America" and has Paul Whiteman's orchestra, "The King's Jesters" vocal trio, Mildred Bailey and the Romancers. It is heard Fridays from 10 to 10:30 p.m., EST. Campbell-Ewald Co., Detroit, handles the account.

LANE CO., Altavista, Va., (cedar chests), starts March 18 for 13 weeks on 42 CBS stations with an orchestra and dramatic sketch to be heard Fridays 11:30 to 11:45 a.m., EST. Henri, Hurst and McDonald, Inc., Chicago, handles the account.

B. T. BABBITT, Inc., New York, (Babo cleanser), starts Feb. 6 for 32 weeks over 20 CBS stations with "The Bright Spot," featuring Guy Lombardo and orchestra Saturdays from 7:30 to 7:45 p.m., EST. Peck Advertising Agency, New York, handles the account.

XUM

CHARIS Corp., Allentown, Pa., (foundation garments), starts Feb. 24 for 13 weeks over 53 CBS stations featuring Ann Leaf, organist, and Ben Alley, soloist, Wednesdays from 3:15 to 3:30 p.m., EST. John L. Butler Co., Philadelphia, handles the account.

TENNESSEE PRODUCTS Corp., Nashville, Tenn., (Breethem Breath mints), started Jan. 23 for 13 weeks over 20 CBS stations with a script act known as "The Witching Hour" and featuring Brooks and Ross and orchestra. Critchfield and Co., Chicago, handles the account.

ALLEN-A CO., Kenosha, Wis., (hosiery and underwear), starts March 4 for 13 weeks over 29 CBS stations on Fridays from 10 to 10:15 p.m., with "Beau Bachelor," a musical program. A second 13-week schedule is to be arranged not later than July 15, 1932. William H. Rankin Co., Chicago, handles the account.

FRED FEAR & CO., Brooklyn, (Easter egg dyes), starts March 22 over 13 CBS stations with a one-week contract, Tuesday and Thursday, 4:45 to 5 p.m., EST. "Chick-Chick Fun" is the listing of the musical feature. Menken Advertising, Inc., New York, handles the account.

MIRACUL WAX CO., St. Louis, (Dri-Brite wax), starts Feb. 26 for 13 weeks over 7 CBS stations, featuring Frank Westphal and partner, a piano duo, and Bess Johnson, as the "Magic Piano Twins." Time is Fridays from 1:15 to 1:30 p.m., EST., though this schedule may be changed. Anfenger Advertising Agency, St. Louis, handles the account.

HORLICK CO., Racine, Wis., makers of malted milk, on Feb. 5 begin a new series over CBS keyed from Chicago featuring Dr. Herman N. Bundesen, Chicago health commissioner and nationally known authority. The program will run twice a week at 10:15 to 10:30 p.m., EST., Wednesdays and Fridays. Aided by an orchestra, Dr. Bundesen will give a five minute dramatic skit called "Adventures in Health." The account was placed by Lord & Thomas and Logan, through its Chicago offices.

P. BEIRSDORF CO., New York, (Nivea Creme), has renewed its contract for 13 weeks beginning Jan. 29 over NBC-WJZ network, Mondays and Fridays from 10 to 10:15 a.m., EST. Titled "Everyday Beauty," the program features Eileen Douglass in a talk, a baritone soloist and piano. Federal Advertising Agency handles the account.

BENJAMIN MOORE & CO., New York, (paints and varnishes), has renewed its contract over the NBC-WEAF network, which began Jan. 20. The program, listed as "Decorating Notes-Betty Moore," features talks on interior decorating, and is broadcast on Friday, 4 to 4:15 p.m., EST. The renewal was placed direct.

FRIGIDAIRE CORPORATION, Dayton, O., has renewed its contract over an NBC-WJZ network for 22 weeks beginning Feb. 7. The program is scheduled for Sundays, 7:15 to 7:30 p.m., EST. Listed as "The Frigidarians," it features Harry Reser and his orchestra with C. B. Driscoll speaking briefly on the history and origin of girls' names and outlining biographies of famous women who bore these names. The Geyer Company, Dayton, handles the account.

PROCTOR & GAMBLE, Cincinnati, (Ivory Soap), on Feb. 1 begins a new program over the CBS basic network and KLZ, Denver, and WCCO, Minneapolis, Mondays and Wednesdays from 8:45 to 9 p.m., EST. The program will feature "The Gloom Chasers, Col. Stoopnagle and Bud." The account is handled by the Blackman Co., New York.

SWIFT & COMPANY, (Vigoro Plant Food Division), Chicago opened its Swift Garden program over an NBC-WJZ network on Jan. 31. The series, which is a continuation of the concerts heard last winter, features stars of the operatic, concert and light opera stages and of the radio. The program is on the air from 3:30 to 4 p.m., EST., from Chicago.

S. F. WHITMAN CO., (candy), Philadelphia, inaugurates a variety musical program over an NBC-WJZ network Feb. 12. The program may be heard at 10 p.m., EST., each Friday. Andy Sanella and orchestra and Fred Hufsmith, tenor, are presented. F. Wallis Armstrong, Philadelphia, handles the account.

THE TEXACO symphony, (Texas Oil Co.), has changed from KHJ, Los Angeles, and its Pacific coast chain to the NBC-KGO network with program originating from KFI, Los Angeles. It will continue as a Sunday broadcast but at a later time, 9 p.m., PST. The initial presentation, earlier this month, had Donald Novis, one-time Atwater Kent audition winner, in tenor role. A 35-piece orchestra furnished the background for the half hour program. The Texaco Balladeers, a male quartet, has been added to the cast. Stations which will take the program include KGO, San Francisco; KOMO, Seattle; KGW, Portland; KFI, Los Angeles; KFSD, San Diego; KTAR, Phoenix; KSL, Salt Lake City; KGIR, Butte, and KGHL, Billings.

RIVERSIDE Boiler Works, Cambridge, Mass., Woodlawn Nurseries, Rochester, N. Y., and John Irving Shoe, Hartford, Conn., are among new accounts signed by Yankee Network, Boston.

FULLER BRUSH CO., Hartford, Conn., on Jan. 12 renewed its contract with NBC-WEAF for "The Fuller Man" program from 9:30 to 10 p. m., EST, Tuesdays. Batten, Barton Durstine & Osborn, New York, handled the account.

LOWE BROTHERS CO., Dayton, O., (paints) renews contract with NBC-WJZ on Feb. 11 for "Lowe Brothers Home Decoration," with orchestra and women's organization address, from 4 to 4:15 p. m. Thursdays. The Geyer Company, Dayton, handles the account.

ASSOCIATED OIL CO., San Francisco, on Jan. 2 renewed contract with NBC-KGO network for orchestra under Walter Beban, vocalists, and special features, 9:30-11 p. m., PST, Lord & Thomas and Logan, San Francisco, handles the account.

HILL BROTHERS CO., New York, (coffee) signed contract with NBC-WEAF split basic network on Jan. 25 for "Caravan" sketch with incidental music, on Monday, Wednesday and Friday from 5 to 5:15 p. m. Cecil, Warwick & Cecil, New York, handled the account.

D. GHIRARDELLI, San Francisco, (chocolate) on March 8 will renew contract with NBC-KGO network for "Woman's Magazine of the Air," 10:30 a. m., PST, Tuesdays. Erwin Wasey & Co., San Francisco, handles the account.

GILMORE OIL CO., Los Angeles, on Feb. 2 renews NBC-KGO network account for dramatic script program at 6:30 to 8:45 p. m., PST, Tuesdays, Thursdays and Saturdays. Botsford, Constantine & Garner, Los Angeles, handles the account.

TASTYEAST, Inc., Springfield, Mass., renewed NBC-WJZ network account on Jan. 25 for "Tastyeast Jesters," 7:15 to 7:30 p. m., EST, Mondays and Thursdays. Federal Advertising Agency, New York, handles the account.

UNITED DRUG CO., Boston, on Feb. 7 will renew NBC-WEAF and NBC-KGO accounts for comedy team and orchestra, 7:15 to 7:30 p. m. on Sundays. Thompson-Koch Co., Cincinnati, handles the account.

EQUIPMENT

CARL MEYERS, chief engineer of WGN, of the Chicago Tribune, is making surveys for a site for the new television equipment ordered for delivery from Western Television Corp., Chicago.

TOBE DEUTSCHMANN Corp., Canton, Mass., condenser makers, has issued a new profusely illustrated 75-page book on the radio interference problem entitled "Radio Noises and Their Cure."

E. A. NICHOLAS, general sales manager of RCA Victor Co., and a veteran wireless man, has been elected vice-president in charge of sales of that company.

"SOUND SYSTEMS, Inc., which is a new subsidiary of WHK, Cleveland, will install a pretentious loudspeaker system in the tubercular building which is now being constructed as an adjunct to City Hospital. Provision is made in the plans for immediate use of 150 speakers, with 206 speaker outlets so that music will be available at all times in all wards and rooms. It will be possbile to use either radio programs, speeches or recorded features through a central control room.

WHBY, 100-watt station at Green Bay, Wis., began the New Year by installing Western Electric double 33 1/3 r.p.m. and double 78 r.p.m. turntables in its main studios.

UNDER the direction of J. R. Poppele, chief engineer of WOR, Newark, the station's Research and Development Laboratory, supervised by Ray S. Lyon, has invented a collapsible microphone stand that combines three different types now in use—announcing, banquet and concert. In addition Lyon is building an overhead microphone system on which from one to four microphones can be swung over a radius of nine feet. The new system involves a monorail system which will permit the pick-ups to be swung in any direction or in a complete circle. Counterweights are used to keep the cables taut. Lyon is to read a paper in Columbia University on the subject of "Speech Input Amplifiers" before the March meeting of the Radio Club of America.

AGENCIES AND REPRESENTATIVES

WILLIAM G. RAMBEAU, formerly with Advertisers Radio Service, has opened his own radio advertising agency at 360 No. Michigan Ave., Chicago, and reports that he has already been contracted by several stations as their advertising representative.

RADIO BROADCASTING Service, radio broker group in Los Angeles, has been changed to the Magnolia Park Radio Broadcasting Service, affiliated with Magnolia Park, Ltd., (owners of KELW). Los Angeles offices have been vacated in favor of headquarters at KELW in Burbank.

J. HOWARD JOHNSON, free lance radio broker, Los Angeles, has become Los Angeles representative for KFOX, Long Beach. He was formerly with the commercial staff of KNX, Hollywood.

B. G. POWELL, who has served as advertising manager for Dallas, Tex., business concerns in the last few years, has organized an advertising agency to handle radio advertising exclusively in the Southwest, and has opened an office in the Dallas Athletic Club Building.

S. R. COONS, of the New York office of Lord & Thomas and Logan, has been elected a vice-president of the company. Officers who were reelected are: Albert D. Lasker, chairman of the board; Ralph V. Sollitt, president and treasurer; A. E. Aveyard, vice-president and secretary; William R. Sachse, assistant secretary. Albert W. Scherer, Chicago; William Findlay, Toronto; Don Francisco, Los Angeles; Frank H. Fayant, New York, and Albert Ross, New York, were reelected vice-presidents.

W. L. GLEESON & Co., Oakland, Cal., has been awarded the job of conducting the radio campaign of The Wonder Mineral Water Co. in 11 western states. The agency has recently placed the "Chapel of Oaks" program with KLX, Oakland.

J. RALPH CORBETT has resigned from Corbett & North, Inc., New York advertising agency, and has formed his own company at that city to operate as a radio merchandising counselor. The name of the new company is J. Ralph Corbett, Inc., with offices at 420 Lexington Avenue.

PROSPECTS

THE BEST FOODS, Inc., New York, has been formed to take over all the activities of the Best Foods, Inc., a division of Gold Dust Corp., and of Richard Hellmann, Inc., a division of General Foods Corp. Jay Gould has been appointed general manager in charge of sales and advertising. Advertising will be placed by Benton & Bowles, of New York.

U. S. INDUSTRIAL ALCOHOL Co., New York, will make up lists during February for broadcasting accounts. The annual appropriation for all advertising is $75,000. J. Walter Thompson Co., of New York, handles the accounts.

ZONA LABORATORIES, Long Beach, Cal., has appointed Faraon Moss radio agency, 501 Insurance Bldg., Long Beach, to direct radio campaign for its foot oil, powders and other lines. It has been announced that stations in Los Angeles, San Diego, San Francisco and Seattle will be used.

SWEET CANDY CO., Salt Lake City, has turned over its advertising campaign on the Sweet's Rodeo Bar to KDYL, Salt Lake City. It is understood that several stations throughout the west are to be asked to assist in this campaign. All contracts and programs are to be booked through KDYL.

STATION NOTES

WJSV, Alexandria, Va., was off the air for an entire evening recently when a fatal automobile crash along the Richmond highway cut off its power supply. One man was killed and three were hurt when they crashed into an electric power pole and severed the wires.

WTAG, Worcester, Mass., lost only 90 minutes out of 5,384 hours because of transmitting difficulties during 1931. During the preceding year the station was silent only an hour and 57 minutes out of 4,489 hours.

ARRANGEMENTS have been made by WOKO, Albany, N. Y., for 10-minute broadcast every evening in conjunction with the state police teletype system. General police alarms will be announced by specially trained state troopers.

KDYL, Salt Lake City, has established a merchandising and production department to assist local merchants in utilizing advertising. Four men are employed in this department, headed by R. T. Harris.

AN ELECTRIC kitchen, costing more than $1,000 to install, is a new feature of WSPA, Spartanburg, S. C., whose managing director is Frank Crowther, Jr., better known as "Red" Cross, former announcer of WSB, Atlanta, and son of Rep. Frank

Crowther, of Schenectady, N. Y. The kitchen is being used for broadcasting food accounts.

SALT LAKE CITY Advertising Club recently began a series of radio interviews with prominent Salt Lake City men as part of their "Advertise Advertising Campaign." KDYL, Salt Lake City is broadcasting the series.

BOTH THE Milwaukee Journal and its station, WTMJ, are receiving considerable praise in all parts of Wisconsin and upper Michigan as a result of WTMJ's "Tribute to Wisconsin Cities" programs broadcast every Sunday afternoon. Each selected town provides a guest artist, usually a vocalist, and a guest speaker who describes the advantages, opportunities and activities of the community. A popular WTMJ orchestra plays symphonic music. The newspapers in each selected city have so far published columns of publicity about the program.

D. E. "PLUG" KENDRICK, director of WFIW, Hopkinsville, Ky., disputes the claim of J. H. Uhalt, WDSU, New Orleans, that his station was the first in the South to install the new Graybar dynamic microphone, as reported in the Jan. 15 issue of BROADCASTING. "Our station," writes Mr. Kendrick, "installed the first Graybar AC panel and the first set of dynamic microphones on Nov. 15, 1931. Our new station was opened formally on Dec. 1, 1931, and Graybar advertised the fact that we installed the first Graybar AC panel, dynamic microphones and 50-cycle control."

IN ANSWER to the average listener's questions, "What's on the air today?" WOR, Newark, is offering the Johnson Daily Radio Guide every day except Sunday at 12:20 p.m. It supplies interesting bits of information about the feature programs for the day over WOR.

WIP-WFAN, Philadelphia, has inaugurated a campaign for "Stars of Tomorrow." Auditions are held each Thursday night in a local theatre and the successful entrants are given further trials over the air at the station studios. The plan to publicize unknown personalities has met with great public interest.

KCMC, Texarkana, Ark., which formerly was WDIX, Tupelo, Miss., will be inaugurated with a ceremonial program sponsored by a local hotel and theater and the local chamber of commerce Feb. 26. The station's manager is J. E. Richards, who is also chief announcer. Miss Margaret Mulhearn is secretary and treasurer. The owner is C. M. Conway.

ONE OF the studios of WDAF, operated by the Kansas City Star, was destroyed on Jan. 20 when a fire swept through the newspaper plant and did damage estimated at $35,000. WDAF did not go off the air though musicians in the studio were forced to flee.

WHBY, Green Bay, Wis., claims it has the largest number of broadcasting circuits of any station in Wisconsin. Thirteen remote controls in the four cities of Green Bay, De Pere, Appleton and Menasha, and using approximately 100 miles of wire, are required to maintain WHBY's present weekly broadcast schedule, while eight of the 13 circuits are used on a single day to provide 14 hours of entertainment.

PROGRAM NOTES

THE OLDEST continuous network broadcasting orchestra, the Clicquot Club Eskimos, celebrated the beginning of its seventh year of weekly broadcasting over an NBC-WEAF network on Jan. 22. Harry Reser and his colleagues repeated the program they gave at their radio debut on Dec. 3, 1925.

HARRY HOWLETT, commercial manager of WHK, Cleveland, has signed a contract with Billy Evans, manager of the Cleveland Baseball Club, for the exclusive broadcasts of local games during the 1932 season except on Sundays and holidays.

EIGHT stations were added this month to the combined NBC networks which carry the Walter Damrosch's NBC Music Appreciation Hour, thus making the program the most widely broadcast regular feature in the world. The eight stations, bringing the total to 72, are KGO, San Francisco; KFSD, San Diego; KOMO, Seattle; KHQ, Spokane; KGW, Portland, Ore.; KGHL, Billings, and KFI, Los Angeles.

A DRAMA of Civil War days, "Under the Gaslight," was revived on Jan. 14 by WHK, Cleveland, in the Wiltshire Theater program. The play was written in 1867.

KEASEY AND EVANS, old-time vaudeville duo, make their first microphone appearance over KTM, Los Angeles, with their "Cracker Barrel Congress" sketches. This will be run through February, according to reports, as a sustaining program nightly.

KDYL, Salt Lake City, gives a half hour each Sunday afternoon to the University of Utah. Educational broadcasts are prepared by university officials and presented by radio showmen.

FOUR afternoon sessions of the Radio Cooking Club of America, held in Lancaster, Pa., on Jan. 12, 13, 14 and 15, were broadcast over WGAL, local station. The school, conducted by Miss Eleanor Howe, home economics expert, offered valuable prizes to the radio class in addition to many new recipes, new methods in saving time and energy in the home and solutions to many difficult household problems. Foods used during the demonstrations were nationally advertised products.

WTIC, Hartford, on Feb. 12, will present a radio version of the opera, "Peer Gynt," with Mrs. Richard Mansfield, widow of one of America's greatest actors, in the role of Asa, Peer Gynt's mother. Mrs. Mansfield was well known on the stage as Beatrice Cameron and played "Ophelia" opposite her famous husband's "Hamlet." The Grieg music for the opera will be performed by the staff concert orchestra of WTIC, directed by Christiaan Kriens. The cast will be directed by Guy Hedlund, former moving picture star and last season with KFI, Los Angeles.

JUDGE ALFRED PAONESSA, Los Angeles traffic court judge, this month conducted a mythical traffic jury case over KELW, Burbank, Cal., with nightly episodes. The listening fans were asked to return a "verdict" at the close of the twelfth episode.

INAUGURAL program of Ted Husings Sportslants, cofeatured with the songs of Irene Beasley and the music of Freddie Rich's orchestra, was broadcast Jan. 28, from 9:15 to 9:30 p.m., EST, over WABC and the Columbia network. Subsequent programs will be heard each week at the same hour. Husing, noted sports announcer, will give intimate glimpses of prominent figures in the sporting world.

"WATCH FIRES," the poem written by Mrs. Calvin Coolidge, which recently appeared in music form written by Maury Madison, has been revised for orchestration by Charles R. Hector, and featured the Yankee Network "Musical Mirror" program from WNAC, Boston, Jan. 26. The program was carried by WEAN, Providence; WORC, Worcester; WICC, Bridgeport, and WNBH, New Bedford.

LOS ANGELES Dental Association and the Los Angeles County Medical Association have combined for a 15-minute program weekly over KECA, Los Angeles, with special lecturers.

LONG BEACH, Cal., chamber of commerce for the next six months will use KFOX, Long Beach, for an extended series of afternoon programs, except Sundays, of an entire hour, featuring musical episodes depicting the growth of the city and special civic talks. John Church, of KFOX, will arrange the talent.

"HIDDEN NEWSODDITIES" is a new Bob Emery feature broadcast each Monday from WAAB, Boston, over the Yankee network. Picking out interesting but sometimes buried news stories from the Sunday Boston papers, Emery reads them over the air and asks listeners to make notes of how many they have already read in the papers.

THE CHICAGO TRIBUNE is putting two more of its syndicated comic strips into radio productions for transmission over its station, WGN. Despite the fact that only one of three strips heard over the station daily has found a sponsor, WGN has made radio versions of "Winnie Winkle" and "Moon Mullins."

INAUGURAL ceremonies of the National Press Club were carried in part over the CBS network on the night of Jan. 23. Speaker John Garner presented the gavel to Bascom N. Timmons, newly elected president. Arthur H. (Bugs) Baer was master of ceremonies.

THE WASHINGTON HERALD in cooperation with WOL, Washington, and the Board of Public Welfare, sponsored the broadcast of a sacred song service from the District of Columbia Jail one Sunday night this month. Some 450 male prisoners participated in the service.

Paul Meyer Made Envoy For World Broadcasting

PAUL MEYER, founder and former publisher of Theatre Magazine and director of the Advertising Club of New York, has been appointed "Ambassador of Good Will" of the World Broadcasting System, New York, holders of the broadcasting license for the recently perfected transcription method known as Western Electric Noiseless recording. His duties will include contacts with the theatrical and artistic worlds, with which he has wide and intimate connections.

Mr. Meyer, a native of France, began his career in this country with Brentano's, book publishers and dealers. In 1900 he founded Theatre Magazine. He is a Chevalier of the Legion of Honor of France and is widely known in advertising circles.

Koon On Education

(Continued from page 7)

lar activities should be interrupted to add this extra-curricular material. With the proper teacher guidance, it may be possible to have the pupils secure all of the current interest material that is needed by using their radios at home.

Without doubt, the radio has marvelous possibilities as an educational medium. It kindles the imagination of some until they overlook its limitations. In practice this over-enthusiasm sometimes leads to costly errors at the expense of the movement. The limitations of the radio must be considered along with its advantages if this new arm of education is to come into its own as a means of classroom instruction.

Four Facts That Are Not Just Sales Talk

City	Air Mi. Distant	City	Air Mi. Distant
Denver	440	Tulsa	132
Lincoln	220	Dallas	350
Topeka	125	Ft. Worth	350
Kansas City	175	Oklahoma City	162

1. KFH is located in Wichita, Kansas. Wichita has the highest retail sales per capita of the 25 new Metropolitan cities.

2. KFH is the only station within 100 miles, and is the only station that can *offer guaranteed coverage* in this rich territory. (See map.)

3. KFH leads in its territory with an audience preference of 71%. (Price-Waterhouse Survey.) All other stations combined could offer only 29% coverage.

4. KFH pioneered Radio Merchandising and offers a complete service, in addition to broadcasts, that definitely increases sales — we can prove it.

Write for Booklets.

KFH Wichita Kansas

Western Electric Broadcast Apparatus System

XUM

Supreme Court Gets WMBB-WOK Case Again as it Denies Shuler Trial Review

WLOE Appeals From Deletion by Commission; Other Rulings Made Within Past Fortnight

BRISK ACTIVITY climaxed by reentry in the U. S. Supreme Court of the American Bond & Mortgage Co. case challenging the constitutionality of the Radio Act of 1927 and refusal of that tribunal to review the Shuler-KGEF free speech case at this time have marked the past two weeks in radio jurisprudence.

For the second time the Supreme Court has before it the WMBB-WOK case, decided last Summer by the Circuit Court of Appeals in Chicago in favor of the Government in an opinion which held the radio law valid and disallowed the claim of property rights. Last year the case was before the Supreme Court along with that of WCRW, Chicago, by certificate from the Appeals Court, but the highest tribunal remanded the questions with instructions that the lower court decide them. The new petition for certiorari results from that decision. WMBB-WOK was deleted in the 1928 allocations, while WCRW was reduced in power at the same time.

Refusal of the Supreme Court to review the Shuler case, involving deletion of KGEF, Los Angeles, by the Commission last October because of the sensational broadcasters of the Rev. Robert P. Shuler, does not prejudice the opportunity for a later appeal. The case now is pending before the Court of Appeals of the District of Columbia, which refused to grant the station a stay order so as to remain on the air during pendency of the appeal. It was from the stay order denial that Louis G. Caldwell, Shuler counsel, essayed a short-cut to the Supreme Court and raised for the first time the issue of freedom of speech on the air along with the constitutional question of property rights.

WLOE Files Appeal

AN APPEAL from the Commission's decision of Jan. 18 deleting WLOE, Boston, because of failure to serve public interest and purported lack of financial responsibility, was filed in the Court of Appeals Jan. 26, by the Boston Broadcasting Co., licensee, through Mr. Caldwell and Arthur W. Scharfeld, counsel. A stay order to prevent the Commission's decision from becoming effective ten days from the date of its promulgation was granted by the court.

In its decision, the Commission sustained Examiner R. H. Hyde, (Reports Nos. 280, 281 and 282), who had recommended denial of three separate applications involving the facilities of WLOE, operating on 1500 kc. with 100 watts night and 250 watts day, one-half time. It denied the Boston Broadcasting Co. renewal of license, and then refused an involuntary assignment of the license to William S. Pote, of Chelsea, Mass., original owner. Finally it denied the application of Fred H. Goss, also financially interested in the station, for authority to build a new station to use the facilities.

The appeal brings out that the value of WLOE is $150,000. It is contended that the New England Broadcasting Co., controlled by Pote, actually controls the Boston Company under an agreement which assured financial responsibility for WLOE. Along with the appeal, Messrs. Caldwell and Scharfeld filed a motion to intervene in the case in behalf of the New England Company and Mr. Pote.

On motion of Paul M. Segal, counsel for WHAM, Rochester, N. Y., the Court of Appeals on Jan. 16 granted that station a stay order restraining the Commission from compelling it to install a 25 kw. transmitter during the pendency of its appeal from the high-power decisions. WHAM was denied an increase to 50 kw. but was authorized to increase its power from 5 to 25 kw. The stay order does not affect the other high-power grants and does not nullify the 25 kw. grant to WHAM. It simply retains the status quo until the high-power appeals are decided.

Other Court Rulings

MOTIONS filed by WREN, Lawrence, Kan., asking the Court of Appeals to refuse permission to WDAF and WHB, Kansas City, to intervene in the appeal of the former station, were denied. WREN appealed from the Commission's decision denying it authority to move its transmitter to a point in Kansas closer to Kansas City.

The motion of the Commission to dismiss the appeal of John H. Dolan, Boston, because of failure to deposit costs for printing was granted by the court. Dolan had appealed from the Commission's decision denying him authority to erect a new station to share time with WLEY, Lexington, Mass., on 1370 kc. with 100 watts.

The court denied the motion of the Commission to dismiss the appeal of Murray and Singletary, who had been denied authority to erect a new local station at Baton Rouge.

The Supreme Court of the District of Columbia has dismissed the injunction obtained by WIL, St. Louis, Mo., against the Commission staying issuance of a modification of construction permit to KFWF, St. Louis, to move locally.

Vaughn DeLeath, first radio girl, before reproduction of Dr. Lee DeForest's pioneer microphone, built from a phonograph horn and an ordinary telephone transmitter, used during CBS broadcast Jan. 30 featuring an exchange of greetings between Miss DeLeath in New York and Dr. DeForest in Los Angeles.

Industry Opposes Tax on Radio Sets

LEADERS of the radio manufacturing industry appeared before the House Ways and Means Committee Jan. 22 to oppose the proposed five per cent sales tax on radio sets as "discriminatory and unfair." Appearing along with other representative industries involved in the projected revision of the tax structure to increase federal revenues and offset the $2,000,000,000 Treasury deficit, the witnesses testified that the radio industry cannot absorb such a tax and that it would have to be passed on to the public.

The committee, in which such tax legislation must originate, is basing its hearings on recommendations of the Treasury Department proposing a return to the 1924 tax base as a means of meeting the contingency. It was told that the radio industry would prefer a small general sales tax rather than the discriminatory special tax against the radio and automobile industries.

Presentation of the radio industry's arguments was arranged by former Rep. Frank D. Scott, RMA legislative counsel, and Bond Geddes, executive vice-president. Among those who testified were Wm. J. Barkley, Newark, N. J., president, DeForest Radio Co.; Arthur T. Murray, Springfield, Mass., president of the United American Bosch Corp.; B. J. Grigsby, Chicago, president of Grigsby-Grunow Co., and A. M. Ferry, of Washington, representing the vacuum tube manufacturers.

Visual Transmitter Made Especially for Amateurs

DESIGNED especially to interest amateurs in television, a new miniature transmitter known as the "Junior Western Television Transmitter" was introduced by Western Television Corp., Chicago, during the National Radio-Electrical Show in Chicago, Jan. 18 to 24. It is a low-priced kit which, when assembled, enables amateurs to transmit images as well as voice on the amateur wave lengths.

"The new transmitter," according to Clem Wade, president of Western Television, "is no toy but a practical television transmitter. Last published reports show there are over 20,000 licensed amateurs in the United States. These amateurs contributed more to the early development of radio than did any other group or association. Therefore it is only natural that we should afford them the same opportunity in the television field."

WORC Radio News

STATION WORC, Worcester, on Jan. 15 issued the first edition of a one-page publication titled "WORC Radio News," which it announces will appear monthly hereafter to acquaint its public, and particularly merchants and manufacturers, with facts about the station. The sheet lists the station's accounts and features a list of CBS sponsored programs not including WORC, a CBS outlet, with the suggestion that local dealers in those products write the manufacturers to stress the lack of local coverage.

Station Honor Roll

(*Continued from page 14*)

Muncie, Ind.; WLBZ, Bangor, Me.; WLIT, Philadelphia; WLS, Chicago; WLW, Cincinnati; WMAL, Washington; WMAQ, Chicago; WMBC, Detroit; WNBH, New Bedford; WOAI, San Antonio; WOC, Davenport; WODA, Paterson, N. J.; WOI, Ames, Ia.; WOKO, Albany; WOL, Washington; WOMT, Manitowoc, Wis.; WOQ, Kansas City; WOR, Newark; WORC, Worcester, Mass.; WEPS, Auburn, Mass.; WOS, Jefferson City, Mo.; WOW, Omaha, Nebr.; WOWO, Fort Wayne, Ind.; WPG, Atlantic City; WPTF, Raleigh, N. C.; WQBC, Vicksburg, Miss; WRAX, Philadelphia; WRC, Washington; WRHM, Minneapolis; WRUF, Gainesville, Fla.; WSAR, Fall River, Mass.; WSB, Atlanta; WTAR, Norfolk, Va.; WPOR, Norfolk, Va.; WTIC, Hartford; WWJ, Detroit; WWSW, Pittsburgh; WXYZ, Detroit.

KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D"

MIDLAND BROADCASTING CO.
KANSAS CITY, MO

WJR

G. A. RICHARDS
President

LEO FITZPATRICK
Gen. Manager

Announcing

an increase in

Power to 10,000 WATTS

Here is preference that alert advertisers are quick to use to widen markets for their goods and service.

The technique is simple enough—closely parallel, in fact, to your procedure in other mediums of advertising.

And WJR has a wealth of advantages. More Power than all Michigan stations combined. Only exclusive cleared channel in Michigan. A full time station operating 19 hours a day. Reaching a market of 3,000,000 Listeners in an area of 150 miles of primary territory. At a lower cost than any other medium.

Only Exclusive Cleared Channel in Michigan

The Golden Tower of the Fisher Building

THE GOODWILL STATION, Inc.

D E T R O I T

Let's Make It Fifty-Fifty

If Government Should Control Radio, it Should Regulate Newspapers as Well; Some Advertising Contrasts

By VIRGIL EVANS*

NEWSPAPERS are conducting a vigorous campaign against radio. A poor, half starved newspaper and editor at Ventura, Cal., has devoted his plant and full time to the fight on radio. Undoubtedly some interest is furnishing the money. The newspapers and their association (The editor and owner of this paper is a member of the association) protest that America should have the European system of broadcasting, viz., all stations owned by the Government and operated by the Government. A tax on receiving sets pays the bill. You pay for listening to poppy cock bunk and hookum handed out over the stations by the political party in power.

The newspapers, at least some of them, have brought themselves to the actual belief that they are acting in a purely altruistic spirit in behalf of the public. The President has declared himself in favor of the independent method of broadcasting operation now practiced in the United States. Leading Representatives and Senators have declared for the same method. There seems little possibility that the newspapers' campaign will bring results, so they have begun to demand more restrictions for broadcasters.

Broadcasters in the United States can, in ten minutes, reach and talk to more people than any one issue of every newspaper printed in America combined. It is a sad indictment of the Fourth Estate when they would be led by a few radical fools in attacking progress, science and development. What about the buggy manufacturers. They didn't howl when automobiles came in!

Now if you, gentle reader, would like to know the real reason newspapers are attacking radio, then read this—Newspapers lost in excess of 38 per cent advertising revenues in 1930 from the peak revenues of 1929. During the same year radio gained approximately 97 per cent. Newspapers took another nose dive in 1931 while radio went up another 50 per cent over the 1930 figures. Local advertisers, not counting chain advertisers, spent $170,000,000 advertising over radio stations in 1931. Do you wonder why newspapers, at least some of them, will not publish radio programs and are attacking radio and demanding more government restrictions or adoption of the European system of broadcasting? Radio's answer is:

Proposes Press Regulation

O. K. GENTLEMEN of the Press—we are willing to have the European system of broadcasting, provided you agree to the same governmental regulation of your newspapers as experienced by European newspapers at present. Or we are willing to have more Governmental regulation provided the Government makes the same rules that apply to broadcasting stations apply to your newspapers. In other words, the Government must also tell you when you shall open your business and when you shall close it.

The Government will tell you that you cannot take sides in a political fight but must give both sides equal space, the Government will license you to publish for 90 days at a time, and subject you to hearings at Washington at all times, should your paper not comply with regulations of the Government, and, incidentally hearings are very expensive. You will be limited in the number of papers you will publish and your pressmen and other employees will have to stand examinations and secure a Government license and must be on duty at all times while your paper is being published. Indecent and obscene matter will be barred from your papers.

Of course you do not have such in your papers now, but such little phrases as, "Ten, twenty or forty feet of intestine," "bowels," "sour stomach," "constipation," "sore feet," "Periodic pains," "Women's ailments," "Poisonous matter," "Bad breath," "B. O. (body odor)" might be barred by the Government and then your revenues would suffer.

Think what might happen now if the newest inventions for the comfort of women were exploited over the radio? Lydia Pinkham would soon become history if the radio was depended upon to tell suffering ladies of her tonic. Certain bath room accessories would have never become known and we probably would not know corn on the cob to be the delicacy it is. It is good business for newspapers however. And yeast—think what relief to mankind has been done by the constipation ads—we doubt if the world could have learned of the great advantage of yeast without the newspapers. The grotesque expressions on the faces of sufferers from tooth ache, back ache, kidney pains and exhibitions of various parts of the anatomy pictured in newspaper ads would be sorely lacking on the radio. Pictures of feet, ugly distorted feet with long toes, crooked toes, toes such as no person would admit as theirs, are not shown over the radio—but in newspapers—Tiz.

About Sexy Stories

AND DID you ever hear a suggestive smooty sexy story read over the radio? "Her Secret Love," would have fallen flat as a serial if radio had been depended upon to carry it to the public. Did you ever hear a broadcast from a penitentiary death house, actual scenes of a woman being electrocuted?

And last, but not least, ladies and gentlemen of the newspaper and radio audience—when equal regulation of radio and newspapers is actually put into practice by the Government, postal rates for newspapers will be raised to a par with all other mailings. The taxpayers of these United States will not be forced to pay millions of dollars to cover the expense of delivering newspapers through the mails at postage rates that do not cover one-tenth the actual cost of handling the newspapers and distributing them.

Radio wants a fifty-fifty break with newspapers, but wants no odds, nor does radio want the newspapers to have odds—radio will insist that the fifty-fifty proposition be not like the restaurant owner who used horse meat in his rabbit stew. Fifty-fifty, one horse and one rabbit.

*Managing director of WSPA, Spartanburg, S. C., and WNOX, Knoxville, Tenn.; from the CAROLINA STATE NEWS, published weekly in Spartanburg by Virgil Evans.

Educational Grab

(From *Baltimore Evening Sun*, Jan. 13)

FALLING for a propaganda which has been carried on assiduously for months, the Senate yesterday ordered a new "survey" of the feasibility of governmental ownership and operation of radio broadcasting. The Senate decided to act after Dill, of Washington, had charged that the commercial broadcasting companies were discriminating against educational programs.

There is a long story back of this resolution, but that story has chiefly to do with an organization calling itself the National Committee on Education by Radio. This committee is composed chiefly of the same crowd which backs up the National Education Association in its efforts to put over a Federal Department of Education and so add thousands more tax eaters to the burden already carried by John Smith.

The stupidity of many of the commercial programs to which Americans are subjected and the supposed superiority of British programs, under Government management, are the chief arguments used in demanding a change. But, characteristically, the National Committee, etc., has a special thing it wants to put over. It wants fifteen per cent of the air turned over to the educational agencies of the Federal Government and of the States for "educational" broadcasting. In one of the recent bulletins of the committee William John Cooper, the United States Commissioner of Education, proposes the use of the radio in the classroom "to furnish poor and mediocre teachers with examples of good teaching."

The plan as a whole will hardly commend itself to realists, for some of the facts regarding governmental broadcasting as already conducted have been published. In Great Britain, for instance, rules have been set up which make it impossible to mention plays by name if those plays are current. In Missouri, where the State has been operating a radio (WOS at Jefferson City), the administration has found the burden so great that it is getting ready to lease the station to a private operator.

Education has been used as a cloak to cover many sins in this country and it may be that we shall be sentimental enough to permit the educational lobby to get away with this grab. But anyone who thinks that it will increase the pleasure of listening to the radio is a "sap."

Sales Efforts vs. Success

INCREASED sales efforts and advertising were largely responsible for the success of certain business and industrial firms which have made material progress during the depression in maintaining or increasing sales volume or profits, the Department of Commerce concludes in a survey recently completed and made available in a 35-page multigraphed bulletin entitled "Forging Ahead in Business." Some of the instances of successful business in the face of the depression were cited by Dr. Julius Klein, Assistant Secretary of Commerce, during one of his recent weekly talks over the CBS network.

District offices and commodity divisions of the Bureau of Foreign and Domestic Commerce gathered 358 examples from 202 manufacturing industries, 43 retail distributors and 10 wholesalers whose policies are discussed in three sections of the report. They represent 74 cities in 30 states.

All of the firms successful in combating the effects of depression, of course, indicated that they had not diminished their sales efforts. Many studied sales costs more closely and increased sales efficiency, especially the clothing, radio, refrigerator and electrical appliance industries.

Regarding advertising, the report states:

"More firms, 80 in number, made statements concerning their advertising policies than on any other single topic, which indicates the importance attached to the value of advertising by these successful companies. Thirty-three industries are represented by these firms, and the most heavily represented are candy, clothing, food, heating equipment, machinery and refrigerators. The food industry has three times as many instances as any other, numbering 13, only three less than the total number of food manufacturers included in the entire study. Twenty-nine firms stated that they have increased advertising; 19 have maintained it; five described their advertising as extensive; and five, as aggressive."

(*Continued on page 27*)

Radio Legislation Heavy

(*Continued from page* 10)

ment on ocean going vessels using the ports of the Canal Zone."

Under the Davis Omnibus Bill the Virgin Islands, Hawaii, Porto Rico, Alaska, Guam and Eastern Samoa would be excluded from the radio zones, among other things, the bill provides that the chairman of the Radio Commission shall be elected each year and that no changes in station assignments be made without hearings or the consent of the station. Other changes recommended are in procedure designed to clear up ambiguous provisions of the existing law.

Both Vice-President Curtis and Senator Blaine (R.) of Wisconsin introduced petitions from the Wisconsin State Council of Carpenters favoring the appointment of a Joint Committee of Congress to investigate the Federal Radio Commission's allocation of channels and other radio facilities, to inquire into the administration and interpretations of the radio laws by the Commission, and to recommend appropriate legislation "whereby organized labor will receive its proper share of the radio channels." The petitions were referred to the Senate Committee on Interstate Commerce.

The Blaine resolution as adopted by the Senate asks for a full report on the case of the Department of Justice against the RCA, General Electric, A. T. & T., Westinghouse, and others. It provides that the information shall be given to the Senate Judiciary Committee and that until the committee has received "the information and advices requested herein, to the end that legislation may be initiated for the protection of the public's interests and the safeguarding of the radio industry, if necessary," the Attorney General is requested "not to compromise or settle said suit."

WMCA-WNYC Channel Controversy is Renewed

THE OLD controversy between WMCA and WNYC, both of New York, for full time on 570 kc., which they divide, was renewed before the Radio Commission at a hearing which consumed ten full days. The hearing began before Chief Examiner Ellis A. Yost Jan. 12 and was concluded Jan. 23.

A proposal that WNYC, operated by the City of New York, exchange its assignment with WPCH, owned by the management of WMCA, was proposed by the latter station, but was objected to by WNYC. All three stations have 500 watts. WPCH, however, operates daytime only on 810 kc., which is the clear channel assigned WCCO, Minneapolis. Witnesses for WMCA and WPCH contended that because of the identical ownership of the stations they could operate to better advantage if they shared time on the same frequency.

KGY, Lacey, Wash., on Jan. 26 was authorized by the Radio Commission to increase its power from 10 to 100 watts. It operates on 1210 kc., one-half time.

"The Report of Our Death Is Greatly EXAGGERATED"

Rumor hath it that the middle west is dead or dying by reason of drought, grasshoppers and aggravated depression. Oh Yeah?

Listen . . .

Offer a fair price on any useful article you have to sell . . .

OVER THE AIR

and then prepare to supply a big demand

Our soil is soaked. We have a foot of snow. Prospects are good for a *bumper crop.*

T'ell with the depression. It's over. That's the spirit of the middle north west. Place your advertising on

1000 Watts **WNAX** 526 Meters

YANKTON, S. DAK.

STATION MANAGERS »»

This FREQUENCY MONITOR is the answer to General Order 116

which requires you to install an *accurate* and *approved* frequency standard independent of your transmitter. The General Radio frequency monitor meets all requirements of accuracy, convenience, and price. Here are six good reasons for installing General Radio equipment:

1 CONTINUOUS MONITORING ■ ■ Both the precision crystal oscillator and the deviation indicator operate continuously so that the transmitter frequency can be checked at any instant without throwing switches or making an adjustment of any kind.

2 ALL VISUAL INDICATION ■ ■ The large meter (shown ¾-size above) indicates direction as well as amount of a frequency drift. Simply read the dial.

3 ACCURACY GUARANTEED ■ ■ An accuracy much more than sufficient to meet government requirements is guaranteed.

4 NEW CRYSTAL CIRCUIT ■ ■ A new circuit, which we believe to be more stable than any other, reduces frequency variations to ± 5 cycles even when tubes are changed.

5 ALL ELECTRIC SYSTEM ■ ■ No moving parts except the mercury thermostat, thermostat relay, and the meter itself.

6 BACKED BY 15 YEARS OF EXPERIENCE WITH FREQUENCY-MEASURING EQUIPMENT ■ ■ The United States and the governments of Great Britain, Canada, Holland, Russia, and Japan are among our customers for precision frequency standards.

ASK YOUR CHIEF ENGINEER

We have sent him complete details. We'll send another "frequency monitor bulletin" air mail if he hasn't one. Address Department C.

WE CAN SHIP FROM STOCK

everything but the made-to-order crystal

Order Now!

PRICE

$550

COMPLETE

Less 5 Tubes

GENERAL RADIO COMPANY

CAMBRIDGE A, MASSACHUSETTS

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JANUARY 15 to JANUARY 30 INCLUSIVE

Applications . . .

JANUARY 15

WAGM, Presque Isle, Me.—License to cover CP granted 5-26-31 for a new station to use 1420 kc.

WFOX, Brooklyn—Request for additional time to construct station; requests extension of CP to 3-22-32.

NEW, Long Island City, N. Y.—Anthony F. Crissalli for CP to use 1500 kc., 100 w., share with WMIL, WWRL, WMBQ, facilities of WLBX.

WEEU, Reading, Pa.—License to cover CP granted 6-12-31 to erect a new station to use 830 kc.

NEW, Mt. Pleasant, Ia.—Caldwell Brothers for CP to use 1200 kc., 100 w., share with KFJB.

NEW, Mount Vernon, Ill.—Marsh Ore For CP to use 1310 kc., 100 w., share with WBOW.

NEW, Shreveport, La.—Shreveport Broadcasting Co. for CP to use 1310 kc., resubmitted amended to request, facilities of KRMD instead of KRLD. (correction)

Applications returned: W9XV, Carterville, Mo., to move station to Shreveport. (correction)

W2XCR, New York, N. Y.—Renewal of license for 2000 to 2100 kc., 5 kw., visual broadcasting service.

W9XAA, Chicago—Modification of CP for change in location to 666 Lake Shore Drive, Chicago, and extension of completion date to 4-24-32; visual broadcasting service.

JANUARY 16

WELL, Battle Creek, Mich.—Voluntary assignment of license to Well, Inc.

WRBL, Columbus, Ga.—License to cover CP granted 12-15-31 for changes in equipment.

WHBF, Rock Island, Ill.—License to cover CP granted 10-20-31 to move station locally.

WHBU, Anderson, Ind.—CP to move station locally.

Applications returned: NEW, San Juan, P. R.—Roberto Mendez for CP to use 1370 kc.; NEW, Tulsa, Okla.—J. L. Neville for CP to use 1210 kc.; NEW, Massena, Ia.—I. D. Cornett and N. H. Yarger for CP to use 1240 kc.

JANUARY 19

WALR, Zaneville, O.—CP to make changes in equipment, and requesting further approval of transmitter location at 306½ Main St., Zanesville.

WSMB, New Orleans—CP to move transmitter; exact location to be determined by field tests.

NEW, Alamo Heights, Tex.—F. A. Martin and William Ross for CP to use 1050 kc., 100 w., share with KNX.

WMBI, Chicago—Install automatic frequency control.

WGN-WLIB, Chicago—Vountary assignment of license to WGN, Inc.

KIDO, Boise, Idaho—Install automatic frequency control.

JANUARY 20

WOR, Newark—Modification of CP for 50 kw.; requests approval of proposed equipment and authority to make field tests.

WGCP, Newark—CP to move transmitter locally and make changes in equipment.

KGDY, Huron, S. D.—Special authority to operate less than 12 hours a day for a period of three months.

WHO-WOC, Davenport, Ia.—Modification of CP for 50 kw.; requests approval of proposed equipment and transmitter location near Colfax, Ia.

KGGM, Albuquerque, N. M.—Install automatic frequency control.

JANUARY 23

NEW, Portsmouth, N. H.—Granite State Broadcasting Co. for CP amended to request 740 kc. instead of 1310 kc., 250 w., instead of 100 w. and D. only, instead of sharing time with WKAV.

KTFI, Twin Falls, Idaho—Application for modification of license amended to request unlimited time instead of unlimited day, ½ time at night.

Applications returned: NEW, St. Petersburg, Fla.—Peninsular Broadcasting Co. for CP to use 1010 kc.; KMJ, Fresno, Cal.—CP to move transmitter locally, make changes in equipment, change frequency from 1210 kc. to 1350 kc. and increase power to 500 w.

The following application was closed: W9XD, Milwaukee—Renewal of license; visual broadcasting.

JANUARY 24

WCAU, Philadelphia—Modification of CP for 50 kw.; requests approval of proposed equipment.

WJBK, Highland Park, Mich.—License to cover CP granted 10-6-31 for change in equipment.

WJR, Detroit—License to cover CP granted 11-13-31 for change in equipment and increase power to 10 kw.

WPEN, Philadelphia—License to cover CP granted 1-5-32 for changes in equipment.

KRMD, Shreveport, La.—Voluntary assignment of license to KRMD, Inc.

WQDX, Thomasville, Ga.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. LS.

KFXJ, Grand Junction, Col.—Modification of license to change from sharing with KFUP to simultaneous D. operation, share with KFUP at night.

JANUARY 26

WAAT, Jersey City, N. J.—Modification of license to increase power from 300 to 500 w.

WTEL, Philadelphia—Requests authority to operate when WCAM is operating. Now required to go off the air. (Shares with WHAT.)

KMLB, Monroe, La.—Modification of license to change from D. operation to 6 a. m. to 8 p. m.; facilities of WJBO.

WFBM, Indianapolis—Modification of license requesting specified hours.

NEW, Yuma, Ariz.—CP amended to request ½ time on 1420 kc., instead of unlimited.

Application returned: KGEW, Denver—Request to move station to Cheyenne, Wyo.

JANUARY 27

WDOD, Chattanooga, Tenn.—CP to to make changes in equipment.

NEW, Greenville, S. C.—W. T. Hamilton for CP on 1240 kc., 250 w. night, 500 w. LS, unlimited hours.

WCOA, Pensacola, Fla.—To modify CP issued 7-31-31; requests authority to move station locally, install different equipment, and extend commencement and completion dates to 2-1-32 and 5-1-32 respectively.

WSBT, South Bend, Ind.—Modification of license for specified hours. Now shares with WFBM.

WBBM-WJBT, Chicago, Ill.—CP to install new transmitter.

KUJ, Walla Walla, Wash.—License to cover CP granted 9-22-31 for change in equipment.

NEW, Bisbee, Ariz.—Copper Electric Co., Inc., for CP on 1110 kc., 50 w., unlimited.

JANUARY 28

WINS, New York—Determine license power by direct measurement of antenna input.

WILM, Wilmington, Del.—Modification of license to move studio from Wilmington, Del., to Chester, Pa.

NEW, Kosciusko, Miss.—Attala Milling & Produce Co. for CP to use 1500 kc., 100 w., unlimited time.

KGIR, Butte, Mont.—Modification of license to change from half time to unlimited.

JANUARY 29

WAAT, Jersey City—CP to install new transmitter and increase power from 300 to 500 w.

KGNF, North Platte, Neb.—Modification of license to increase power from 500 w. to 1 kw.

KVL, Seattle—CP to make changes in equipment.

KSEI, Pocatello, Idaho—CP amended to request 250 w., 750 w. LS, instead of 250 w., 500 w. LS.

KXRO, Aberdeen, Wash.—Determine license power by direct measurement of antenna input.

Decisions . . .

JANUARY 15

WAIU, Columbus, O.—Granted CP to change type of equipment to conform to G.O.'s 111, 115 and 116, 640 kc., 500 w., limited time.

KFXF, Denver—Granted CP covering authority to move transmitter outside of Denver; 920 kc., 500 w., share with KFEL.

WLBL, Stevens Point, Wis.—Granted modification of CP extending completion date to March 20, 1932.

WOAX, Trenton, N. J.—Granted license covering new equipment, 1280 kc., 500 w., shares with WCAM and WCAP.

KFPY, Spokane, Wash.—Granted authority to extend completion date for period of three months.

KFDY, Brookings, S. D.—Granted authority to extend completion date to Jan. 30.

WHO-WOC, Des Moines—Granted special 20-day authority to conduct field intensity measurements in metropolitan area of Des Moines, between 12 midnight and 6 a. m., 1000 kc., 250 w.

WSM, Nashville—Granted special authority to conduct field intensity measurements in metropolitan area of Nashville, between 12 midnight and 6 a. m., 250 w., 650 kc., for period of 20 days.

WCOA, Pensacola, Fla.—Granted consent to voluntary assignment of CP and license to Pensacola Broadcasting Co.

WOV, New York—Granted renewal of license, 1130 kc., 1 kw., D.

W2XR, New York—Granted authority to use frequency band 1600-1700 kc., to Feb. 1, for experiment in visual broadcasting.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

W6XAO, Los Angeles—Granted license for visual broadcasting.

W1XAV, Boston—Granted modification of license to change frequency from 2850 to 2950, 1600-1700 kc.

KFWF, St. Louis, Mo.—Granted modification of CP authorizing removal of transmitter and main studio in St. Louis, frequency 1200 kc., 100 w., sharing time with WIL; date of commencement Jan. 31 and completion date April 30. (The preliminary injunction filed in the Supreme Court of D. C. by station WIL was denied by the court.)

Set for hearing: NEW, Alexandria, La.—Requests CP, 1210 kc., 100 w., D., facilities of KWEA; NEW, Conard Studio, Garden City, Kan.—Requests CP, 1370 kc., 100 w., share with KGDA, facilities of KGDA; NEW, Black Hills Broadcasting Co., Sturgis, S. D.—Requests CP, 1200 kc., 100 w., share with WCAT, facilities of WCAT; KTFI, Twin Falls, Idaho—Requests modification of license authority to change frequency from 1320 to 1240 kc., and change hours of operation from unlimited D., sharing with KID at night, to unlimited D., and one-half time at night; WFIW, Hopkinsville, Ky.—Renewal of license.

Applications dismissed: NEW, John E. V. Jasper, Baton Rouge, La.—CP, 1420 kc., 50 w., share with WJBO; also CP, 1210 kc., 50 w., share with KWEA; WJBK, Detroit—Modification of license, 1370 kc., 100 w., share with WJBK at night, simultaneous day; WIBM, Jackson, Mich.—Modification of license, 1370 kc., 50 w., share with WJBK at night, simultaneous day.

The following applications, having remained inactive for a period of one year or more, were dismissed for want of prosecution: NEW, Spartanburg Broadcasting Co., Spartanburg, S. C; WRAW, Reading, Pa.; NEW, Binghamton, N. Y.; WBCL, Seattle; NEW, Cambridge, Mass.; WHAT, Philadelphia; NEW, L. A. Sims, Tulsa, Okla.; WGBS, New York; NEW, Dairy Farmers Station, Inc., Mayfield, Ky.; NEW, National Broadcasting Co., New York City; NEW, Hendricks & Co., Evansville, Ind; W2XBR, New York; WIL, St. Louis.

KFEQ, St. Joseph, Mo.—Application of the Topeka Broadcasting Association for KFEQ's facilities has been withdrawn; renewal application of KFEQ dismissed from hearing docket.

JANUARY 18

WLOE, Boston, Mass. (Ex. Rep. 280)—Denied renewal of license to operate on 1500 kc., 100 w., 250 w., half time, sustaining Examiner Hyde.

WLOE, Boston, Mass. (Ex. Rep. 281)—Denied involuntary assignment of license, sustaining Examiner Hyde.

NEW, Fred H. Goss, Boston (Ex. Rep. 282)—Denied CP, 1500 kc., 100 w., 250 w., LS, unlimited time, sustaining Examiner Hyde.

WCAT, Rapid City, S. D. (Ex. Rep. 285)—Granted renewal of license, 1200 kc., 100 w., hours 9:30 to 11:30 a. m.; 12:30 to 2:30 p. m. daily, sustaining Examiner Yost.

WBAX, Wilkes-Barre, Pa. (Ex. Rep. 289)—Denied modification of license requesting unlimited hours instead of sharing with WJBU, sustaining Examiner Hyde.

WJBU, Lewisburg, Pa.—Granted renewal of license, 1210 kc., 100 w., share with WBAX, specified hours, sustaining Examiner Hyde.

NEW, Weber Jewelry & Music Co., Inc., St. Cloud, Minn. (Ex. Rep. 304)—Denied as in case of default CP for a new station, 1500 kc., 50 w., share with KGFK, sustaining Examiner Yost.

KGFK, Moorhead, Minn.—Granted renewal of license, sustaining Examiner Yost.

JANUARY 19

WGY, Schenectady—Granted CP to make changes in equipment to conform to G.O.'s 111, 115 and 116.

KMPC, Beverly Hills, Cal.—Granted modification of CP to extend completion date of Feb. 25.

KXRO, Aberdeen, Wash.—Granted license covering new equipment, 1310 kc., 100 w., unlimited time.

WJSV, Alexandria, Va.—Granted consent to voluntary assignment of license to WJSV, Inc.

WHEC-WABO, Rochester, N. Y.—Granted consent to voluntary assignment of license to WHEC, Inc.

WCCO, Minneapolis, Minn.—Granted authority to install 50 kw. transmitter at present site of 5 kw. transmitter.

WTAG, Worcester, Mass.—Granted special 30-day authority to use 500 w., D., on experimental basis, at times and under conditions prescribed by Engineer Division, in order to determine whether any objectional interference would result from increase power.

KSL, Salt Lake City—Granted 15-day extension of special authority of provision three of 50 kw. CP, regarding selection of site.

KROW, Oakland, Cal.—Granted extension of program test period of 15 days from Jan. 16, pending action on application of license.

KGY, Lacey, Wash.—Hearing on renewal of license scheduled for Feb. 8 cancelled. Station is now operating 12 hours per day.

JANUARY 22

WDAS, Philadelphia—Granted CP to make changes in equipment to conform to G.O. 111, 115 and 116.

KFGQ, Boone, Ia.—Granted CP to make changes in equipment to conform to G.O. 111, 115 and 116.

KFAC, Los Angeles—Granted CP to move transmitter and studio locally in Los Angeles and install new transmitter to conform to G.O. 111, 115 and 116.

KGW, Portland, Ore.—Granted authority to measure antenna by direct input.

WJAX, Jacksonville—Granted authority to measure antenna by direct input.

WPFB, Hattiesburg, Miss.—Granted license covering new equipment and local move of transmitter and studio, together with increase in power and hours of operation —1370 kc., 100 w., unlimited time.

KROW, Oakland, Cal.—Granted license covering changes in equipment, 930 kc., 500 w., night, 1 kw., LS, share with KFWI.

KIT, Yakima, Wash.—Granted license covering increase in power and installation of new equipment, 1310 kc., 100 w., unlimited time.

KFJZ, Ft. Worth—Granted consent to voluntary assignment of license to Ralph S. Bishop.

KGY, Lacey, Wash.—Granted consent to voluntary assignment of license to KGY, Inc., and move to Olympia, Wash.

WPFB, Hattiesburg, Miss.—Granted 10-day continuance on program tests pending action on license.

The following were given temporary licenses pending Commission's decision on renewal applications: WLWL, New York; WPG, Atlantic City; KMO, Tacoma, Wash.; KOB, State College, N. M.; and KVI, Tacoma, Wash.

WLEY, Lexington, Mass.—Granted modification of license covering specific hours of operation.

KFJB, Marshalltown, Ia.—Granted modification of license covering specific hours of operation.

KLPM, Minot, N. D.—Granted modification of license covering specific hours of operation.

NEW, Jenkins Laboratories, Inc., Wheaton, Md.—Granted CP for visual broadcasting.

WGL, Ft. Wayne, Ind.—Granted renewal of license, 1370 kc., 100 w., unlimited time, and application dismissed from hearing docket.

Set for hearing: NEW, Louisiana Broadcast Co., Baton Rouge—Requests CP, 1310 kc., 100 w., unlimited time, (facilities of KMLB, KRMD and WTSL); NEW, Shreveport, La.—Request CP, 1310 kc., 100 w., unlimited time (facilities of KMLB and WTSL); WKBH, LaCrosse, Wis.—Requests modification of license for permanent assignment of hours of operation and for simultaneous operation with KSO until local sunset at Clarinda, Ia., dividing time with KSO at night.

WJAY, Cleveland, O.—Denied modification of license because of failure to enter appearance.

Applications dismissed at request of applicants: NEW, Seward & Weiss Music Store, Rutlandt, Vt.—CP, 1390 kc., 10 w., 3 hrs. daily; WREC, Memphis—Authority to install new transmitter, to change frequency and increase power; WLBW, Oil City, Pa.—Modification of license; WROL, Knoxville, Tenn.—CP for facilities of WXIX.

WMBJ, Pittsburgh—Application to install new transmitter was dismissed from suspense file; Court of Appeals sustained Commission in deletion of this station.

The Commission dismissed the application of the Educational Broadcasting Corporation which was filed on condition KROW, Oakland, Cal., be assigned the 740 kc. KROW's application for this frequency was not granted.

KWK, Kirkwood, Mo. (Ex. Rep. 301)—Denied CP for television service, sustaining Examiner Hyde, Commissioner Lafount dissenting.

WIOD-WMBF, Miami Beach, Fla. (Ex. Rep. 302)—Denied CP to install new transmitter and increase power to 2½ kw. D., and 1 kw. night, sustaining Examiner Walker.

NEW, Parkersburg, W. Va. (Ex. Rep. 306)—Denied CP to operate on 1310 kc., 100 w., unlimited time, sustaining Examiner Hyde.

JANUARY 26

NEW, W. E. Whitmore, Clovis, N. M.—Granted CP for new station, 1370 kc., 100 w., sharing facilities of KGFL.

WFOX, Brooklyn—Granted modification of CP to extend completion date to March 22, 1932.

WLAP, Louisville—Granted license covering installation of new equipment, 1200 kc., 100 w. night, 250 w. LS, unlimited.

KGY, Lacey, Wash.—Granted CP to increase power from 10 to 100 w. on 1210 kc., half time.

KGMP, Elk City, Okla.—Granted extension of existing license from Feb. 1 to April 1, 1932, pending result of Commission's decision in proceedings affecting station KGMP.

WHDL, Tupper Lake, N. Y.—Granted extension of existing license from Feb. 1 to March 1, 1932, subject to decision on any pending proceeding affecting station WHDL.

WHAM, Rochester—Granted renewal of license to Aug. 1, 1932, 1150 kc., 5 kw., unlimited time, pursuant to mandate of Supreme Court of D. C. of June 28, 1930.

KGKX, Sandpoint, Idaho—Granted temporary license subject to the condition that licensee shall establish and maintain a schedule of operation of at least 2/3 of the hours authorized daily; and that station shall be operated by the proper licensee.

WOWO, Ft. Wayne, Ind.—Granted special authorization to Aug. 1, 1932, to operate simultaneously during D. with WWVA.

WWVA, Wheeling, W. Va.—Granted special authorization to Aug. 1, 1932, to operate simultaneously during D. with WOWO.

KGCX, Wolf Point, Mont.—Granted modification of license, 1310 kc., 100 w., 250 w., LS, hours of operation: 6 a. m. to 9 a. m., 12 m. to 3 p. m., 6 p. m. to 9 p. m. daily.

KUJ, Walla Walla, Wash.—Granted modification of license, 1370 kc., 100 w., hours of operation: 6 to 9 a. m., 12 to 3 p. m., 6 to 9 p. m. daily.

KVOA, Tucson, Ariz.—Granted modification of license, 1260 kc., 500 w., hours of operation: 6 to 9 a. m., 12 to 3 p. m., 6 to 9 p. m. daily.

KWKC, Kansas City, Mo.—Granted modification of license, 1370 kc., 100 w., hours of operation: 6 to 9 a. m., 12 to 3 p. m., 6 to 9 p. m. daily.

KGFW, Kearney, Neb.—Application for renewal of license dismissed from hearing docket and modified license granted for remainder of license term, 1310 kc., 100 w., unlimited time.

Set for hearing: KYW-KFKX, Chicago—Granted temporary license and designated application for renewal of license for hearing: NEW, Shreveport Broadcasting Co., Shreveport, La.—CP for visual broadcasting service.

JANUARY 29

WSMB, New Orleans—Granted CP to move transmitter and make field tests to determine new location.

WHO-WOC, Des Moines—Granted modification of CP for approval of equipment and increase in power to 50 kw.

WDEL, Wilmington, Del.—Granted license covering local move of transmitter and studio, 1120 kc., 250 w., 500 w. LS, unlimited time.

WBOW, Terre Haute, Ind.—Granted license covering move of transmitter locally, 1310 kc., 100 w., unlimited time.

WJMS, Ironwood, Mich.—Granted license covering erection of new station, 1420 kc., 100 w., D.

WRBL, Columbus, Ga.—Granted license covering change in equipment, 1200 kc., 500 w., unlimited time.

KERN, Santa Maria, Cal.—Granted modification of license to change name of licensee to The Bee Bakersfield Broadcasting Co.

KFWI, San Francisco—Granted authority to measure antenna.

WHN, New York—Granted permission to conduct field intensity surveys to determine new site for transmitter.

KWCR, Cedar Rapids, Ia.—Granted modification of license to increase hours of operation to sharing with KFGQ.

WNBW, Carbondale, Pa.—Granted license covering changes in equipment and installation of automatic frequency control, 1200 kc., 10 w., unlimited time.

W9XAA, Chicago—Granted modification of CP to change location to 666 Lake Shore Drive, Chicago, and extend completion date to July 24.

Set for hearing: WAWZ, Zerepaath, N. J.; KARK, Little Rock, Ark.; KNOW, Austin, Tex.; all for renewal of license.

Applications dismissed: New, Western Michigan Broadcasting Co., Muskegon, Mich.—CP, 1500 kc., 100 w., share with WKBZ; WFK, Frankfort, Mich.—Assignment of license.

Action of Examiners' Reports:

NEW, Harry Byron Lee, Lamar, Colo. (Ex. Rep. No. 292)—Denied CP for new station on 1310 kc., 100 w. D., sustaining Examiner Walker. KFUP, Fitzsimons Gen. Hospital, Denver, Colo.—Deleted, and denied voluntary assignment of license and CP, sustaining Examiner Walker. KFXJ, H. G. and Chas. Howell, D/B as Western Slope Broadcasting Co., Grand Junction, Colo.—Denied by default modification of license, but renewal of license granted, sustaining Examiner Walker. Denied facilities of KFUP.

NEW, John E. V. Jasper, Sherman, Tex. (Ex. Rep. No. 300)—Denied by default CP for new station, 1500 kc., 50 w., share with KGKB, sustaining Examiner Yost. NEW, O. H. Stephens, D/B as The Voice of Montgomery, Montgomery, Ala.—Denied by default CP for new station, 1500 kc., 100 w., share with KGKB, D., sustaining Examiner Yost. KGKB, E. E., E. M. and C. T. Wilson, D/B as Eagle Publishing Co., Tyler, Tex.—Granted renewal of license and voluntary assignment of license to East Texas Broadcasting Company, sustaining Examiner Yost.

Washington Visitors*

H. D. Hayes, radio supervisor, Chicago.
William S. Hedges, WMAQ, Chicago.
Henry A. Bellows, WCCO, Minneapolis.
Peter Dixon, NBC, New York.
Ralph Atlass, WLAP, Louisville.
H. Leslie Atlass, WBBM, Chicago.
Donald Flamm, WMCA, New York.
Judith Waller, WMAQ, Chicago.
Edgar Felix, New York.
Virgil Evans, WSPA, Spartanburg, S. C., and WNOX, Knoxville, Tenn.
S. W. Edwards, Director monitoring station, Grand Island, Neb.
E. J. Brown, Acting Supervisor, Detroit.
W. G. H. Finch, American Radio News Corp., New York.
Will H. Hays, New York.
J. P. Fishburn, Jr., WDBJ, Roanoke, Va.
Bond Geddes, RMA, New York.
Arthur T. Murray, United American Bosch Corp., Springfield, Mass.
B. J. Grigsby, Grigsby-Grunow, Chicago.
Guy Felt, Hygrade-Sylvania Corp., Emporium, Pa.
Gene Buck, American Society of Composers, Authors and Publishers, New York.
Wm. J. Barkley, DeForest Radio Co., Passaic, N. J.
C. C. Harris and C. R. Thompson, formerly with WCAO, Baltimore.
Franklin Ford, WHAP, New York.
Jack Kaufman, Globe Wireless, Inc., Los Angeles.
C. L. Carrell, WBBZ, Ponca City, Okla.
Gardner Cowles, Jr., The Register, Des Moines, Ia.
William S. Pote, WLOE, Boston.
Herbert Mann, H. J. Newcomb, Lee De Chant, WRJN, Racine, Wis.
James F. Hopkins, WJBK, Detroit.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *January 14-29.*

"Anti-Trafficking" Motion Approved by Commission

H. A. LaFount

TO STOP "trafficking in wave lengths and licenses," the Radio Commission on Jan. 29 adopted a motion offered by Commissioner Harold A. Lafount requiring that all applications for assignment of broadcasting licenses be accompanied by a sworn statement containing detailed information as to the terms of the projected transfer, and other pertinent fiscal data. The order, which is effective immediately, follows:

(a) A complete list of all assets to be transferred including intangibles and a description of all equipment.

(b) An itemized statement showing actual cost of replacements of the individual items transferred.

(c) An itemized statement showing present value of the individual items transferred.

(d) A financial statement executed by the proposed assignor showing receipts and disbursements, also profit or loss for the three months preceding the month in which the assignment is requested.

(e) A financial statement executed by the proposed assignee showing individual items of assets and liabilities.

(f) Where assignment is voluntary, an executed copy of the contract or lease agreement shall be attached which must provide:

(1) That the assignee shall have complete control of station equipment and operation including unlimited supervision of programs to be broadcast from the station;

(2) Transfer shall be subject to the consent of the Commission;

(3) Including the price, whether paid or promised, and all terms and conditions of the proposed sale or transfer.

(g) Where the assignment is involuntary there shall be attached a certified copy of the court order, or legal instrument, effectuating the transfer and showing all the terms and conditions under which the transfer was made.

(h) A copy of the articles of incorporation of assignee, if a corporation, showing its power to engage in radio broadcasting, certified to by the Secretary of State of the State in which assignee is incorporated.

NEW, F. Koren, Wm. L. Dean and Robert J. Dean, D/B as Capitol City Broadcasters Co., Pierre, S. Dak. (Ex. Rep. 308)—Denied CP for new station, 580 kc., 100 w., 12 hours daily, sustaining Examiner Hyde. KGFX, Dana McNeil, Pierre, S. Dak.—Dismissed application for renewal of license and regular renewal license issued, sustaining Examiner Hyde.

Examiner's Reports . . .

NEW, WJR, The Goodwill Station, Inc., of Pontiac, Mich., and The WGAR Broadcasting Co., Cuyahoga Heights Village, O.—Examiner Pratt (Report 319, Dockets 1356 and 1423) recommended that applications for visual broadcasting CPs be granted. Applications of WJR were for two television stations—(1) 2000-2100 kc., 500 w., 12 hours D., 7 hours night; (2) 42000-46000, 48500-50300, 60000-80000 kc., 200 w., unlimited. WGAR granted 43000 - 46000, 48500 - 50300, 60000 - 80000 kc., 200 w., unlimited.

WISN and WHAD, both of Milwaukee—Examiner Pratt (Report 321, Dockets 1323 and 1324) recommended that applications for renewal of licenses be granted with following division of time on 1120 kc.: WHAD—9:30 to 10:15 a. m. and 3 to 4 p. m. each day of week; 8:30 to 9 p. m. on Mondays, Tuesdays and Wednesdays; 8:30 to 9:30 p. m. on Thursdays; 8:30 to 11 p. m. on Fridays; WISN assigned to all other hours.

NEW, Knickerbocker Broadcasting Co., Inc., New York—Examiner Walker recommended (Report 322, Docket 1358) that application for visual broadcasting license be granted on experimental band of 2850-2950 kc., unlimited time, with 1 kw. power.

WMCA, New York—Examiner Hyde recommended (Report No. 323, Docket No. 1338) that application of Knickerbocker Broadcasting Co., Inc., for CP to move transmitter from Hoboken, N. J., to Flushing, N. Y., be granted. Removal would undoubtedly permit substantial improvement in quality and effectiveness of signal of WMCA, and while there is a possibility of some increase in daytime interference with WICC, Bridgeport, Conn., he said this one objection seems more than offset by the improvements in service that may be expected.

XUM

Commission Opens Radio Inquiry

(*Continued from page 5*)

real estate, furniture, and fixtures, technical equipment and good will. No allowance was made for depreciation, but the Commission may decide to strike an average figure for depreciation to be charged against the grand total of the evaluation of all stations.

The Commission emphasized the importance of the questions relating to advertising, and admonished broadcasters to be "very accurate." In addition to the broad question of how many hours were devoted to sales talks during the Nov. 8 to 14 week, it asked what proportion of this time was on chain programs between 6 a. m. and 6 p. m. and between 6 p. m. and 12 midnight and on local programs during the same periods. Because many independent stations experienced difficulty with the chain questions, the networks were authorized to supply this information to their affiliated stations.

The educational portion of the questionnaire is comprehensive. Stations were asked how much time they devoted to educational programs during the two weekly periods designated, both network commercial and sustaining, and local commercial and sustaining. They were asked whether their facilities had been offered to local schools, colleges and universities, and if so, the terms and conditions. Information on requests, if any, from local educational institutions for use of stations, and the terms and conditions, the extent to which such schools have used stations, and the present status of school cooperation also is sought.

Education Views Sought

TO LEVERING TYSON, director of the National Advisory Council on Radio in Education, the organization which has been cooperating with commercial stations, and to Mr. Perry, representing the faction seeking a share of channels for schools, the Commission dispatched identical questionnaires expected to show more clearly the viewpoints of these organizations. The questionnaire asks the attitude of those representing educational institutions toward the use of facilities licensed to commercial stations; what requests have been made upon such stations for use of their facilities by educational institutions; under what terms and conditions and how they were received; what kind of offers have been made by the NBC and CBS to such institutions; how many hours a week would be required to broadcast programs of educational institutions between 6 a. m. and 6 p. m. and 6 p. m. and 12 midnight, and, lastly, how many stations would be required, together with their power and locations, to serve all educational institutions.

In compliance with that portion of the resolution drafted by Senator Dill, the Commission propounded to NBC and CBS a series of 18 questions. The same questionnaire was sent to the Yankee Network and the Great Lakes chain. They were asked how many stations they own, their call letters, location and power; how many stations they have a financial interest in aside from those owned, with detailed information identifying each; how many stations they manage, lease or operate, with detailed information; how many stations from which time is bought or sold or provided with program service, with detailed information.

Other questions concerned the number of hours made available to the respective networks during 1931; how many hours were commercial programs and how many sustaining; the total cost of sustaining programs, including talent, and proportionate share of expenses, covering wire or line charges for the year; the number of sustaining educational programs broadcast; the number of commercial educational programs; number of hours devoted to speeches by government, state or city officials during the year without compensation, and at regular rates what that time was worth; how much was paid for talent during the year; how much (estimated) was paid for talent by advertisers; how much was paid for wire or line charges; how many international programs were broadcast, their points of origin and aggregate duration; how many special events were broadcast, exclusive of official speeches, with locations and events.

The networks were asked to supply their rate cards and to set forth how many persons they employed during 1931, including talent. Data on authorized capital, actual invested capital, gross advertising revenue, and gross expenditures were requested, with the latter item broken down into, disbursements for programs, regular employees, equipment replacement, line charges, international broadcasting, research and development and other expenditures.

For detailed information available as to the feasibility of government ownership and operation of broadcasting facilities, the Commission dispatched communications to the various governmental agencies in position to acquire such data, to the networks, the NAB, the European Radio Union, and to Mr. Perry, who recently returned from a European tour. It asked for any information available covering the radio systems maintained in Argentina, Australia, Austria, Brazil, Canada, Chile, France, Germany, Great Britain, Italy, Mexico, Russia and Spain.

The questions follow:

(*Continued on page 30*)

KSTP

ST. PAUL MINNEAPOLIS

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

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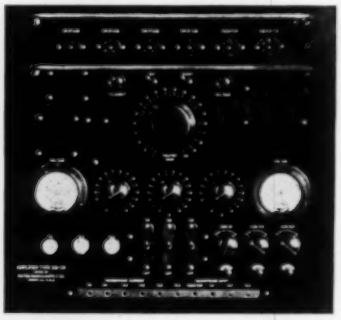

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There are undoubtedly many radio station owners who are unfamiliar with this unique sales service. There are just as many who could use such a service profitably. We invite you to inquire for details.

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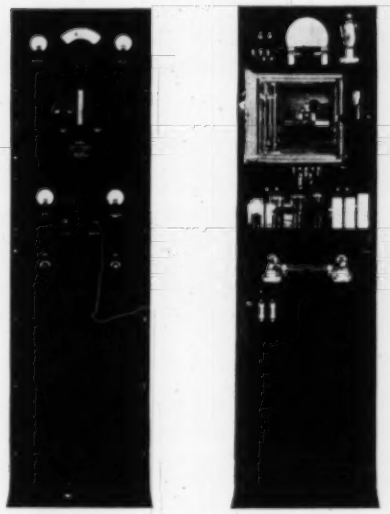
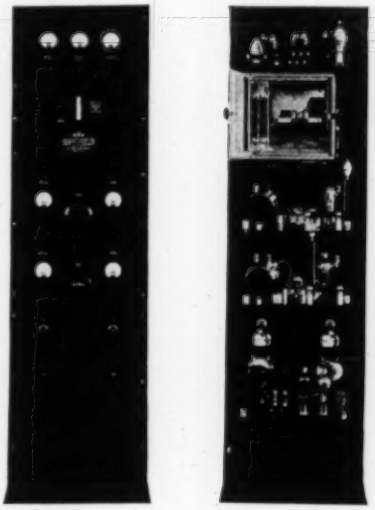
Kansas City, 1016 Baltimore Ave. — Boston, 950 Park Sq. Bldg.
Omaha, 502 Barker Bldg. — San Francisco, 865 Mission St.



Front and rear views of DeForest Frequency Monitor unit for broadcast station use.



Front and rear views of DeForest Broadcast Radiophone Frequency Control unit.

Frequency Control *by* DeForest

A COMPLETE line of Frequency Monitoring and Frequency Control units as designed by the Radio Research Company of Washington, D. C., is announced by the DeForest Radio Company.

Custom built to meet individual station requirements. No changes necessary in the transmitter. These units are not stock items designed to meet General Orders 116 and 119; rather, they are the outcome of many years of intensive research and engineering, aimed at and anticipating and making possible those present General Orders.

DeForest Frequency Monitor units afford visual means of determining frequency shift of broadcast stations during operation. Slightest variation in transmitter frequency is instantly indicated in exact number of cycles and the direction of deviation. Entire equipment, together with power supply, mounted on standard speech rack for installation alongside audio equipment of usual transmitter.

DeForest Broadcast Frequency Control units are designed to drive any broadcast transmitter at a frequency well within the limits specified by General Orders 116 and 119. The two crystals are mounted in precision temperature controlled oven. Complete equipment mounted on standard speech amplifier rack for installation alongside audio equipment or adjacent to transmitter.

Complete data on DeForest Frequency Monitoring and Frequency Control units gladly sent on request to interested parties, writing on firm letterhead. And remember, the DeForest products also include transmitters, audio equipment, television apparatus, transmitting tubes, receiving tubes, photo-electric tubes and special purpose tubes.

de Forest RADIO TUBES

de Forest

[AUDIONS]

RECEIVING AND TRANSMITTING TUBES

DE FOREST RADIO COMPANY

PASSAIC, NEW JERSEY

The Other Fellow's Viewpoint...

Educational Radio

To the Editor of BROADCASTING:

I was very much interested in your issue of January 1 and particularly in the article entitled "Educational Stations Turn Commercial" and more especially in the third and fourth paragraphs, the first stating that educational stations are broadcasting less educational programs than commercial stations and the second "that practically without exception the so-called educational stations cease operation from June to September."

I am not specifically acquainted with all of the educational stations but the statements in this article are so sweeping that I thought you would doubtless be very much interested in presenting to your readers a clear statement of the operation of an educational station as they should be operated, in my opinion. Station WJTL, the Radio Division of Oglethorpe University operates daily except Sunday from 7 a. m. until 12 p. m., all the year round, eight hours on Sunday. During the breakfast, lunch and evening hours it is impracticable to teach school over the radio, but during all other hours of the day, namely, from 8:30 a. m. until 12:30 mid-day and from 2 until 7 p. m. the university offers standard college lectures on standard college subjects by standard college professors leading to standard college degrees. A schedule showing this program is handed you herewith and you will note that it includes a great variety of college subjects especially those that would prove to be of general interest to the public.

I may add that to the surprise of a great many people we have thousands of listeners to these lectures from all over Atlanta.

I am in complete agreement with Commissioner LaFount when he says "ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more," and I believe that this institution has found a way in which all the colleges in America can use the facilities already granted them by the Radio Commission to the full amount advantageously and effectively.

Heartily yours,
THORNWELL JACOBS,
President,
Oglethorpe University,
Atlanta, Ga.
January 11, 1932.

Editor's Note—There was no intention, in the authorship of the article on "Educational Stations Turn Commercial" in our Jan. 1 issue to cast any aspersion on WJTL. "Radio Advertising," the rates and data supplement of Standard Rate and Data Service in its January, 1932, issue lists WJTL as having a commercial rate card in the same fashion as other commercial stations, although it is owned and operated by Oglethorpe University.

To the Editor of BROADCASTING:

We object, and I am sure that other educational stations who do not sell time join us, to the definite statement made in the article "Education Stations Turn Commercial" which appeared in the January 1 issue of BROADCASTING, that no definite information was available as to whether we sold time.

We do not sell time. Our license applications, which you say in your article you had checked, states definitely that we do not. Furthermore, it is definitely stated in Standard Rate and Data, which you say you also checked, that we do not sell time. So many untruths have been stated and printed about educational stations in the last couple of years that I, for one, am getting tired of sitting calmly by and taking what is said without protest.

JOS. F. WRIGHT,
Publicity Director, University of Illinois and Director of Station WILL, Urbana, Ill.
Jan. 20, 1932.

Commission Opens Inquiry

(*Continued from page 28*)

1. How many broadcasting stations are operated?
   a. Are they privately or governmentally operated?
   b. Are they privately or governmentally owned?
2. List of broadcasting stations showing frequency and power of each.
3. From what sources and in what proportions does the revenue for broadcasting come?
4. Is time sold for commercial advertising purposes?
   a. If so, what limitations, if any, have been placed upon the use of such time by the advertisers?
   b. Are commercial advertising programs censored? If so, by whom and in what manner is such censorship applied?
5. What amount of money was spent during the year ended December 31, 1931, by advertisers?
6. What amount of money was spent during the year ended December 31, 1931, by stations and advertisers for talent?
7. Is time used for educational purposes? If so, explain methods used.
8. Is broadcasting self-supporting, and if not, what is the annual cost of a subsidy?
9. What is the approximate number of receiving sets in use?
10. To what extent are phonograph records and electrical transcriptions used for broadcasting purposes?

Questions Up To Congress

WITH THIS information at hand the Commission will be enabled to evaluate the American system of broadcasting against the European system.

Together with the replies to the advertising questions, data will be obtained so that Congress may determine whether the European plan should be adopted, whether broadcasters should be left to their own resources to ameliorate the advertising complaint, or whether government control should be extended, definitely limiting the amount of advertising to accompany programs.

A symposium of opinions from broadcasters, advertising agencies and advertisers published by PRINTERS' INK in its Jan. 21 issue reveals unanimous opposition to the proposition that the government regulate advertising in radio programs, and, as proposed by Senator Couzens, that commercial advertising be limited to program sponsorship mention.

Henry A. Bellows, chairman of the NAB Executive Committee and vice-president of CBS, wrote that the proposal seemed to him to be both unnecessary and pernicious. He said offensive advertising by radio manifestly defeats its own purpose, and its elimination is absolutely inevitable as the result of popular pressure. J. M. Mathes, vice-president of N. W. Ayer & Son, Inc., declared that if advertisers were to be limited only to sponsorship announcements and actual selling were barred, the effectiveness of radio advertising obviously would be limited to the building of good will. Many present sponsors would not be interested in such limited advertising, he predicted.

Roy S. Durstine, vice-president and general manager, of Batten, Barton, Durstine & Osborn, Inc., referred to his views as published in the Jan. 1 issue of BROADCASTING as a part of its 1932 symposium. Clarence Mark, vice-president of G. Washington Coffee Refining Company, said he believed radio advertising is best left as it is. He suggested the Senate might devote its time to better ends.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Position Wanted

Experienced broadcast executive desires position with progressive station. At present with one of the largest stations in the country. Experience includes program, continuity and sales. Excellent references prove past record. Address Box 10 c/o BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station Management Problems

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

The HAY-ADAMS House
WASHINGTON, D. C.
(Opposite White House)
HOTEL—APARTMENT
Reservations Now Being Made
From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.
TRANSIENT TARIFF
Single Rooms from $4.00
Double Rooms from 6.00
Larger Suites in Proportion
NATHAN SINROD,
Manager

TALENT

Available for
BROADCASTING
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VAUDEVILLE
CONCERTS
LECTURES
PUBLIC FUNCTIONS
PRIVATE ENTERTAINMENT

NBC ARTISTS SERVICE

George Engles . Managing Director

NO OTHER BOOKING AGENCY IN THE WORLD OFFERS A MORE BRILLIANT ARRAY OF STARS, NOR A BROADER SELECTION OF REPRESENTATIVE ARTISTS IN THEIR RESPECTIVE SPHERES

250 POPULAR RADIO STARS
105 EMINENT CONCERT ARTISTS
40 NOTABLE WORLD FIGURES
30 FAMOUS ORCHESTRAS

NEW YORK . 711 Fifth Avenue
CHICAGO . Merchandise Mart
SAN FRANCISCO . 111 Sutter Street
PORTLAND, Ore . Public Service Bldg.

XUM